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Open Season for Tigers

It was a relief when the publication day of Werner's *TAMMANY HALL* arrived. The book created as much prepublication excitement as any in our experience, and members of both parties were clamoring for copies. But excitement has risen even higher since publication. Our presses run day and night to meet a demand which seems to emanate from all the qualified voters in the country. And in every newspaper appear columns of controversy.

The controversial aspect of Mr. Werner's book, however, is of no concern to the publishers. We have been congratulated on the book; on the other hand, one citizen wrote to accuse us of being tools of the oil interests, and publishers of a Republican campaign document. We can only point out that we also published *WOODROW WILSON: LIFE AND LETTERS* by Ray Stannard Baker. We do not pretend to know whether *TAMMANY HALL* will affect the nominations or the election. We recog-

nize it as an authentic, honest, and completely documented history of Tammany, and published it as such: a sound and authoritative piece of work in a field of irresistible fascination as well as of the utmost importance.

TAMMANY HALL (\$5) is only one sign of the remarkable increase of interest in the best non-fiction. We have been running a series of advertisements under the heading "Books that make history are the cornerstones of publishing." In these ads we have particularly featured *TAMMANY HALL*, and *WOODROW WILSON: LIFE AND LETTERS*, which has taken its place among the permanent source books by which our age shall be known to posterity (\$10).

The history-makers on our list include *COUNT LUCKNER, THE SEA-DEVIL*, by Lowell Thomas, (\$2.50); *LAWRENCE AND THE ARABIAN ADVENTURE* by Robert Graves (\$3); *REVOLT IN THE DESERT* by T. E. Lawrence (\$3).

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This drawing is the pictorial basis of our entire campaign. It is featured on the book, on the displays, in the ads. Your customers will recognize it: don't fail to feature the book and the set of lithographed display cards in your window from publication day on.

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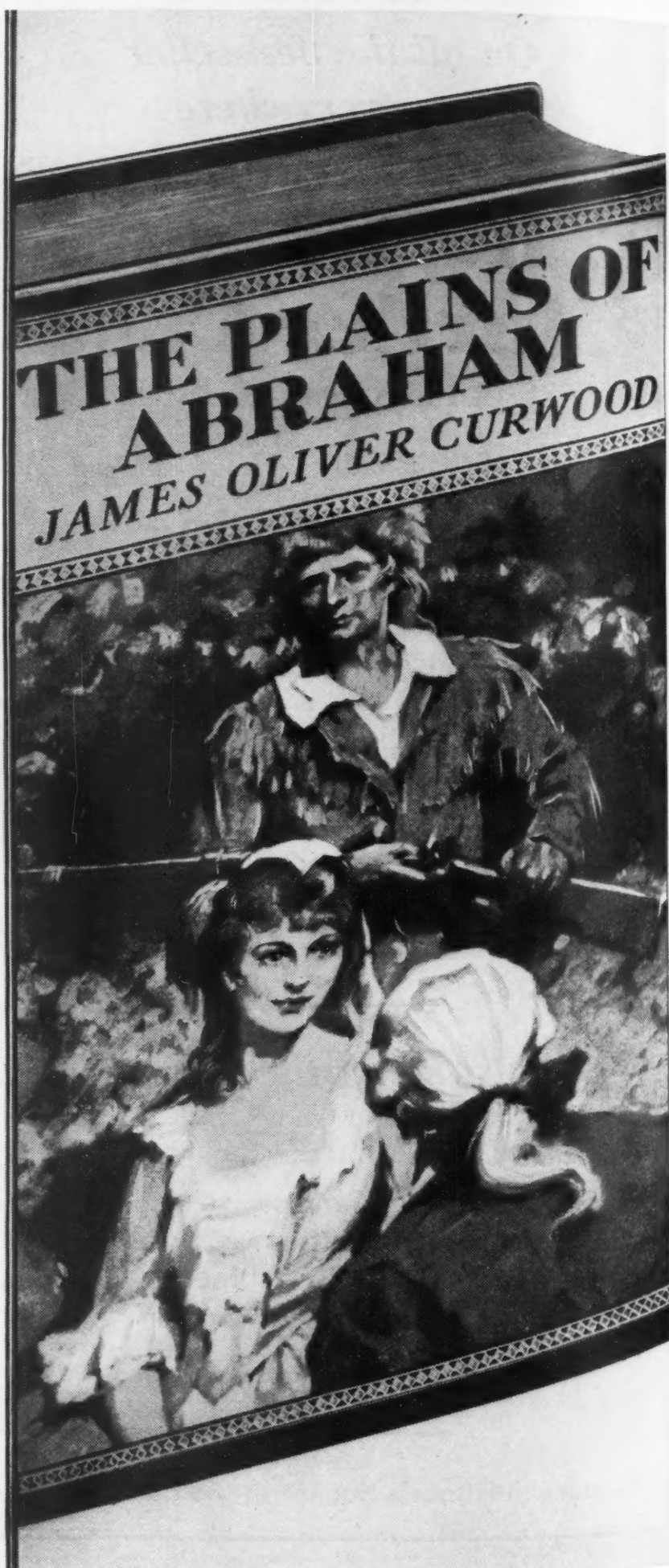
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, MAY 5, 1928

Books for Graduation

*The Booktrade is Reminded that Contrary to the General Belief
Christmas Does Come More Than Once a Year*

Myron R. Williams

Instructor in English, Phillips Exeter Academy

THE school year is drawing to a close, and soon members of the Senior Class will be graduating. Some year or other is always ending—academic, fiscal, physical, calendar, and others—but all have a habit of ending with a Christmas, an anniversary day on which we give (or pay) a debt of love (or money). The hand of good-fellowship gravitates genially to the pocket, and for the best sort of use that money has. This custom of giving graduation gifts really seems to spring from some rather deep source in human nature, whether it is a class at its twenty-fifth anniversary presenting a college with \$150,000, or an aunt bestowing on a graduating niece something invaluable—and inexpensive. Of course there is bound to be a good deal of hocus pocus in the business (and *alma mater* has some strange sisters-in-law of her own, incidentally), but the whole impulse is none the less a good and generous one. Some gifts are, of course, better than others. Some do little harm or good; some can fairly turn the whole future of the recipient—such as a trip to Europe or an automobile, these generally in diametrically opposite directions. After all, what is best to give as gifts or as prizes to these members of the Senior Class—cups, medals, jewelry, watches, books, money? It all comes down to the same question as on all similar occasions: something symbolic

or something of more or less practical value, with the trite and dubious compromise of "something useful and ornamental," which is just about as silly as it sounds. Thus we have the presentation books "in special binding," like the "gift books" of the holiday season—and let us recall, always when we meet the term, that GIFT in German means "poison."

But there is nothing better to give at this or at any time than books, singly, in groups, or in larger collections. A good book is about the finest thing that the genius of man has ever made. By "good" is, of course, meant the *right* book at the *right* time and in the *right* place. Little claim can be made for books otherwise. They have no therapeutic quality in themselves, as Becky Sharp demonstrated to Miss Pinkerton by flinging the presentation Dictionary back at the donor; and books that will not be read do as little good to the recipient as Becky saw that the dictionary would do her. Miss Pinkerton evidently did not see it, and her position is still well supported by numbers today. The valid charge is merely that she lacked tact, but, for all that, the impulse to give books is a fine thing. Books are our only real intellectual currency. The possession of a book represents as accurately as the possession of a dollar—even more accurately—the right that the owner has to the use

and enjoyment of it. Also it has justly been said, in several different ways, that a man is best known by the books he has—what cannot safely be said with respect to money. But, like money, books were made to be circulated. They left the mint of the writer's mind for that express purpose, and no true man ever buys a book but with the backward thought of sharing it with another, of giving it away (or of lending it, which is virtually the same thing). It is the most natural thing in the world that every June, just as every Christmas, great cargoes of books should change hands.

Our principal motive in giving books is plainly the wish to give to others some of the same pleasure that we ourselves have got from them. The glow with which we look over our bookshelves is largely autobiographical, and in our books we can cross old trails, live past hours over again as we can in quite no other way. The aim, we see, is delight. Quite apart from any intellectual pleasure in books, there is, too, what may be called the physical. They are always a pleasant sight, whether lying about a room on chairs and tables, or ranged rank on rank in cases. In a finely printed or beautifully bound book—something really fine and beautiful, not a bedizened thing with a painted face—there is much the same beauty that there is in an etching or a print. Even for mass decoration nothing can equal an hundred square feet or so of books, in cloth brilliant as Chinese firecrackers or in calf deep and rich as Oriental hangings. And when lamp-light or firelight shines upon them, the panels of gold lettering gleam like lighted windows behind which the characters within seem to be spending the evening. Yes, it is very pleasant, and very easy, to begin to praise books; the difficulty is to know when to stop. But, again, it is an enthusiasm that is excusable because obviously disinterested and sincere.

Now the amazing thing about this whole business of book-buying and book-giving is the shockingly poor sense so often shown. Supposedly sensible readers of books are often singularly obtuse when it comes to making a selection of books for someone else. The holiday editions and gift books are evidence—as if books to be bought at one season or books to give away should be different from any other books. One

serious objection to these presentation volumes (whose close kin one often sees as graduation presents) is that they are apparently recognized as such poor company for other books that no two are ever alike. A gift copy of "Vanity Fair" is an impossible nucleus for a set of Thackeray, for example.

When we give books to boys and girls on graduation day, then, as schools, as parents, or as friends, we give them, theoretically for these reasons: to stimulate an interest in reading, to open up to young people some of the delights in reading that we have had, to encourage them to own books for the many certain values that we know books to have. In short, books are epicurean objects, in the best meaning of the word: things calculated to give the greatest degree of permanent pleasure. But to be effective the books must first be read. They must also remain voluntarily in the possession of the recipient. The pleasure that comes from selling a book to a second-hand bookstore is a fleeting one at best. Worst of all is to have the receipt evoke the unanswerable prayer, "I only wish I had the money that went into those books," as Becky herself might properly have said.

What can be done to bring it about that graduation books, either as awards and prizes or as individual gifts, may better serve the intentions of the donors? The first response, it seems, should be *Consider the recipient*. In the case of awards, a little forethought and questioning could often determine in advance both his identity and his individual tastes and needs in books. In the second place, *Few, if any, books should be permanently fixed as prizes*. To fix a certain work in perpetuity as a prize is, of course, to defeat the purpose of the first maxim. There is something rather wholesale and a little disheartening to an honor man to know that at the end of his career there awaits him one of those sets of *Plutarch's "Lives"* or six volumes of "The Spectator Papers" "handsomely bound and illustrated." Third, *Give something that the recipient will enjoy*. A book that is the duplicate of a book which the owner already possesses, or a book the nature or the subject of which does not appeal to the recipient, is a dead loss. Such are dead books, and dead books like other defunct organisms are noisome

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things and positively harmful, in that the only emotions which they are likely to arouse are distaste for books and distrust of the intelligence of the donor. A few words spoken about the book beforehand, or a review slipped under the cover will go a long way to make the contact, as electricians call it, and arouse the attention of the would-be reader to what is going on inside. Giving books is, indeed, something of a responsibility. In all that may be said in this paper no plea is necessarily being made for modern books against ancient. What is positively asserted, however, is that even a mediocre book that is read and liked has more value than one that is great—and unread. Bookshelves should not be rows of gravestones, no matter how noble the inscriptions. It is far better that they should resemble the companionable array of shaving mugs in the village barber shop, each emblazoned with the name of a friend. Last of all, if we accept books as being one of the few things that may be both useful and ornamental, let us agree that *The more ornamental, the less useful.*

In a recent number of the *Harvard Alumni Bulletin* appeared an article on the history of *deturs* at Harvard—*deturs* being presents of books given a student when he wins for the first time a scholarship in the first group. "For a matter of centuries," says this article, "these books have been awarded each year to the hopeful students for the purpose of their encouragement. Whether their hopes were ever fulfilled in the books which they received, or whether they ever received much substantial encouragement therefrom, it is difficult to say. But on the whole it is safe to answer in the negative." After reviewing "the whole gloomy procedure of presenting and receiving prize books," the writer describes the enterprise of the committee last year in selecting books which because of their distinctive character or personal association would be likely to arouse the interest of the recipient. Some of these were from libraries of famous men; some, presentation copies from the authors; others, curious volumes of antiquated lore; still others, first editions. Such books would make one pleasant variation on an old theme; and a competent bookseller, such as Goodspeed in Boston, will lend willing aid in assembling volumes of this sort.

At Exeter there is, also, another procedure which may be somewhat novel. One of the prizes is "for conspicuous effort and interest in English." The prize consists of a book selected by the student and instructor. In practice eight or ten volumes are given in this way every year, the instructor choosing the candidate and the candidate choosing the book. Recent choices are these: Webster's "Collegiate Dictionary," Fowler's "Modern English Usage," Bradley's "Shakespearean Tragedy," Matthews' "Shakspeare as a Playwright," Durant's "Story of Philosophy," Newton's "Amenities of Book Collecting," Morison's "Maritime History of Massachusetts," Strachey's "Queen Victoria," and "Eminent Victorians," Galsworthy's "Forsyte Saga." In other instances as well the general tastes or the individual preferences of the recipient are consulted. It is an open question—which customarily means that the answer is obvious—whether it is not just as well to sacrifice the surprise of the award to avoid possible disappointment or dissatisfaction with the token of it in the shape of an unwelcome book.

In the following definite suggestions of books for graduation presents there will be found few classics, and no sets. The reason is that it is felt that readers will appreciate less the endorsement of, say, Thackeray or Gibbon than the titles of modern fiction or biography of the better sort which boys and girls are known to enjoy. Furthermore, I believe that a biography with 1927 or 1928 on the title page is more likely to quicken the interest than one with a date seventy-five or a hundred years old. Once in the biography, history, or book of travel, the reader is pretty sure to make discoveries for himself of many of the great and unread—a subtle procedure. And as to sets of books, unless they are quite the right ones, it seems to me that a group of well chosen biographies, novels, or histories will lead afield both much faster and much farther.

Incidentally, it is not all damage that modern writers—particularly in biography and science—take pains to beguile the reader. "Microbe Hunters" may not be a great book—some persons, like myself, may find its style and manner incessantly irritating—but it is certain that the book

has made as many young people think seriously about science as any book that has been published with the past ten years.

Here follow some suggestions for graduation presents, a list which any reader will wish to add to—or subtract from:

TRAVEL, ETC.

"On the Trail of Ancient Man" by Andrews.	\$6. Putnam
"Arcturus Adventure" by Beebe.	\$6. Putnam
"Safari" by Johnson.	\$5. Putnam
"Trader Horn" by Horn.	\$4. Simon & Schuster
"The Story of Everest" by Noel.	\$4. Little, Brown
"Surgeon's Log" by Abraham.	\$2.50. Dutton
"In Brightest Africa" by Akeley.	\$5. Doubleday
"Afoot in England" by Hudson.	\$2.50. Knopf
"The Foreshore of England" by Tomlinson.	\$3. Harper
"Man-Eaters of Tsavo" by Patterson.	\$1.75. Macmillan
"Scott's Last Expedition" by Scott.	\$3. Dodd
"The Friendly Arctic" by Stefansson.	\$6. Macmillan
"An Ocean Tramp" by McFee.	\$1.75. Doubleday
"The Right Place" by Montague.	\$2.50. Doubleday

BIOGRAPHY AND HISTORY

"Queen Victoria" by Strachey.	\$5. Harcourt
Boswell's "Life of Johnson" ed. by Ingpen. 3 vols. Illustrated.	\$15. Lauriat
"The Second Empire" by Guedalla.	\$5. Putnam
"Abraham Lincoln" by Sandburg.	2 vols., \$10; 1 vol., \$3. Harcourt
"Captain John Smith" by Chatterton. (<i>Golden Hind series</i>).	\$4. Harper
"Revolt in the Desert" by Lawrence.	\$3. Doran
"Jefferson and Hamilton" by Bowers.	\$5. Houghton Mifflin
"Maritime History of Massachusetts" by Morison.	\$5. Houghton Mifflin
"Life and Times of Cleopatra" by Weigall.	\$5. Putnam
"The Harvest of the Years" by Luther Burbank.	\$4. Houghton Mifflin
"Gentleman Johnny Burgoyne" by Hudleston.	\$5. Bobbs Merrill
"Some Contemporary Americans" by Boynton.	\$2.50. Univ. of Chicago
"Barnum" by Werner.	\$3.50. Harcourt
"The Rebellious Puritan" by Morris.	\$4. Harcourt
"The Melancholy Tale of Me" by Sothern.	\$3. Scribner
"Up the Years from Bloomsbury" by George Arliss.	\$4. Little
"Black Majesty" by Vandercook.	\$2.50. Harper
"Daniel Boone" by Vestal.	\$3.50. Houghton Mifflin

SOCIOLOGY, ETC.

"Our Times" by Mark Sullivan (II—America Finding Herself, 1900-1925).	\$5. Scribner
"America Comes of Age" by Siegfried.	\$3. Harcourt
"Meaning of a Liberal Education" by Martin.	\$3. Norton
"Next Age of Man" by Wiggam.	\$3. Bobbs Merrill
"Story of Philosophy" by Durant.	\$5. Simon and Schuster

SOME CONTEMPORARY AMERICAN CLASSICS

"Ethan Frome" by Edith Wharton.	\$1. Scribner
"The Virginian" by Wister.	\$1.50. Macmillan
"Hugh Wynne" by Mitchell.	1 vol., \$1.50; 2 vols., \$5. Century
"McTeague" by Norris.	\$1.50. Doubleday
"The Call of the Wild" by London.	\$1.50. Macmillan
"Java Head" by Hergesheimer.	\$1.75. Knopf
"Main Street" by Sinclair Lewis.	\$2. Harcourt
"The Plutocrat" by Tarkington.	\$2. Doubleday
"My Antonia" by Cather.	\$1.60. Houghton Mifflin

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"Death Comes for the Archbishop" by Cather.

"Drums" by Boyd.

"Marching On" by Boyd.

"Gilman of Redford" by Davis.

"Best Short Stories" of R. H. Davis, ed. by Burlingame.

"Land's End" by Steele.

"Bridge of San Luis Rey" by Wilder.

"A Mirror for Witches" by Forbes.

\$2.50. Knopf

\$2.50. Scribner

\$2.50. Scribner

\$2.50. Macmillan

\$2.50. Scribner

\$1.35. Harper

\$2.50. Boni

\$2.50. Houghton Mifflin

Then, too, there are the works of Conrad and Kipling to choose from, the host of recent English writers, books on aviation, science, modern plays and poetry—and a seemingly inexhaustible supply of inviting and valuable books mentioned

daily in book catalogs that come from the publishers in the city. Yes, indeed,

"Now is the winter of our discontent
Made glorious summer by this sun of
York,"

even if we need not believe all we see.

Booksellers for a Century

The "Old Corner" Celebrates Its Anniversary

Dorothea Lawrance Mann

IN 1828 Carter and Hendee, the first owners of the Old Corner Book Store, in Boston, opened a bookstore at the corner of School and Washington Streets in what was to be for very many years the book section of Boston. Already Boston was rich in bookstores, and a large proportion of them were situated on Washington Street. Carter and Hendee started business at what was then 135 Washington Street, but two of the most prominent booksellers of the city were situated close by, Richardson and Lord at 133 Washington and Hilliard, Gray and Company at 134. In this small section between School Street and Cornhill nearly everyone who was not a bookseller and publisher was a bookbinder or a printer.

This building—now the oldest brick building in Boston—was built in 1712 on the site of Anne Hutchinson's garden. Still further back Isaac Johnson, sometimes called the Father of Boston, with curious prevision had selected this land for himself because he believed that here would be the centre of the future settlement. In 1828 Carter and Hendee were able to secure a lease for six years only because the building was old and the owners claimed it was soon to be torn down. Yet there are plenty

of people living in 1928 who are keenly desirous of seeing the Old Corner Book Store put back into its original home that it may be even more truly a literary landmark of America.

The legislature effectively interfered with the original intention of the young firm to establish a sort of trust by which the publication and sale of works too expensive for a single firm to handle might be undertaken. Carter and Hendee were booksellers, publishers, stationers, and also printers, having their presses—which were originally run by a team of Canadian horses—in a building at the rear of the store. Four years later Richardson, Lord and Holbrook sold out to the younger firm and shortly after this Carter and Hendee sold their retail business to Allen and Ticknor, they themselves moving upstairs at 131 Washington Street. In 1833 William D. Ticknor became sole owner of the business, and The Corner Bookstore was beginning the period when it was to be known as the literary center of America, while "Ticknor's books" are remembered almost as widely today as they were celebrated in their own day.

Mr. Ticknor was especially interested in the publishing side of the business and



Fields, Hawthorne and Ticknor

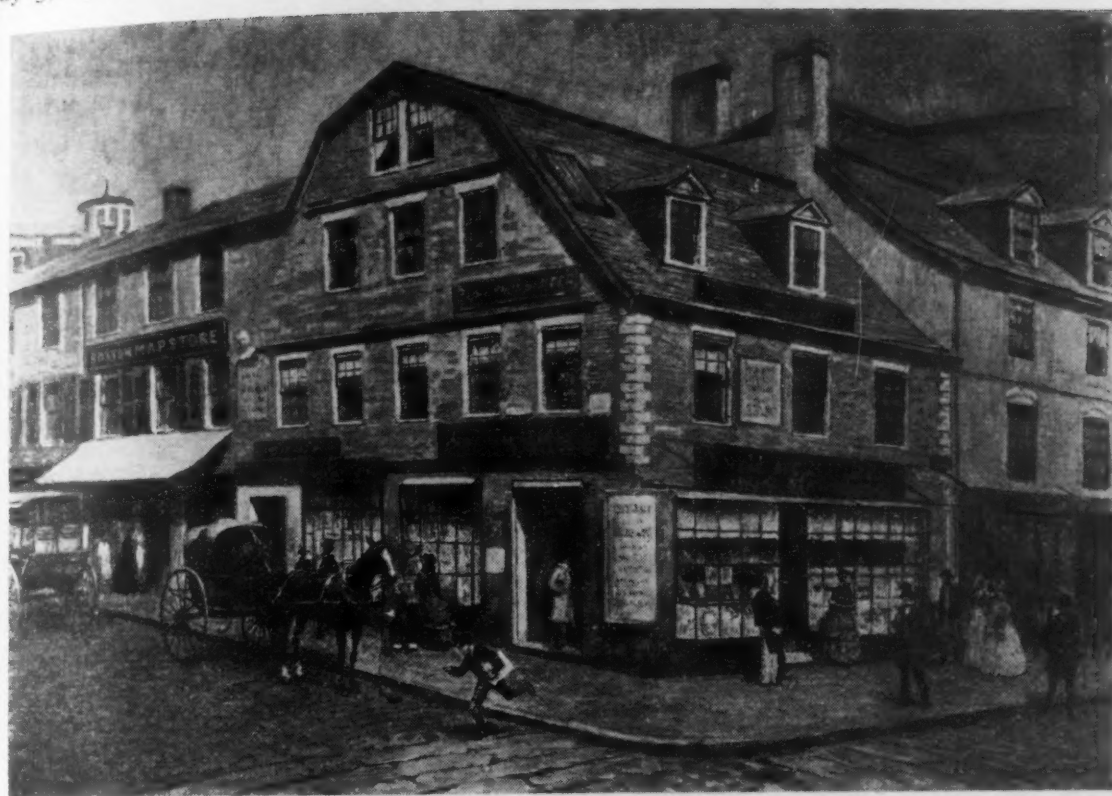
it was he who introduced to his countrymen Longfellow, Lowell and Tennyson among the poets and many eminent scientists and scholars. He published De Quincy and Charles Reade and made the first edition of Browning ever published in this country. As a matter of fact he continued to publish Browning long after he realized that there was no money to be made from him. Incidentally Mr. Ticknor was responsible for the first unsolicited payments from American publishers for copyright to foreign authors. English authors of the middle part of the nineteenth century naturally remembered the firm with gratitude. It is worth recalling that it was Tennyson who probably received from Mr. Ticknor the first money ever paid for international copyright—a fact to which Tennyson alluded in a letter thanking Mr. Ticknor's son for his good wishes on the occasion of the poet's eightieth birthday—a letter which is naturally preserved today by the Ticknor family. Browning, De Quincy, Charles Reade, George Eliot, Anthony

Trollope and Anne Thackeray Ritchie were numbered among the appreciative friends of the Corner Bookstore on the other side of the ocean.

James T. Fields had come to Boston at fourteen to work in the store of Carter and Hendee, and in later years he told of how Mr. Hendee used to keep a box at the theater to which he invited one or two of his clerks every night. "In this way," Mr. Fields recalled, "I saw the elder Booth, Fanny Kemble as Juliet, her father, and in short all the good actors who came to America at that time." Boston merchants of that day were in the habit of receiving into their own homes one or two of their younger employees and at one time Mr. Fields lived in Mr. Ticknor's home. From 1833 to 1845 Mr. Ticknor conducted the business alone but in 1845 Mr. Fields was taken into partnership. Mr. Ticknor thereupon gave his especial attention to the manufacturing and financial departments while Mr. Fields devoted himself to the literary relations, taking charge of the social side of the business. It is a little surprising to us today to realize how lavishly a book firm entertained in the middle of the last century. Mr. Ticknor naturally took his place as senior member of the firm in the bigger public entertainments which began with the dinner to Charles Mackay and that to Louis Agassiz. Hawthorne, moreover, felt that he could never undertake a journey unless accompanied by Mr. Ticknor. In 1864 the two set out on their final journey together, and, when Mr. Ticknor was taken seriously ill in Philadelphia, Hawthorne had suddenly to become the man of affairs, summoning doctors and nurses and notifying the members of the family. It was Hawthorne's first experience of seeing anyone die, and he was dazed and unconvinced that the friend on whom he depended could be taken while he was left. Already broken in health he could not rouse from the experience, and himself died only about a month later.

We have records but no pictures of the interior of the Corner Bookstore of the days of Ticknor and Fields. A tall slender mirror framed in darkened gilt hung beside the Washington Street door. Looking from the front entrance, the upper left hand corner was enclosed with green curtains. This was Mr. Fields' sanctum where

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The Old Corner Bookstore painted by Margaret Fuller, sister of Richard F. Fuller, from the earliest drawing of the store

the social spirits of the day foregathered and where the window seat was always full of manuscripts and new books. The most brilliant men of the day used to meet here, and it is recorded that they used frequently of an afternoon to adjourn for greater privacy and quiet to Mrs. Abner Haven's coffee house—in the end of the series of ground floor shops in the long School Street building,—which was famous at that time for the particular delicacies which it served. Possibly this was one of the reasons why George William Curtis compared this group which met at the Old Corner to the fellowship of the famous Mermaid Tavern! In the opposite corner of the store was the small counting room over which Mr. Ticknor presided. This was a few steps above the level of the store so that the senior member might be cognizant of whatever was happening. Here was "Hawthorne's chair" in a secluded corner where he could see without being seen. One could not in fact discover him without stepping thru the little gate into the counting room. Here he sat whenever he visited the "Corner," sometimes spending whole hours there, his head resting on his hand.

The memoirs of nineteenth century America are full of references to the Corner Bookstore or the "Old Corner" as it came to be called. In an old issue of *Harper's Magazine* we find it referred to as "so popular a resort that all Boston with a little exaggeration may be said to pass thru it in a day." Especially on Saturdays was it a habit to stop in at the Corner for talk and a glimpse of the new books. The ladies, by the way, seem to have been supposed to confine themselves to the church department with its works of devotion, prayer books and hymnals—showing that women must veritably have changed more than men in the last seventy-five years! Rufus Choate, Holmes, Thackeray, Whittier, Henry Ward Beecher and his sister Mrs. Stowe, Emerson, Lucy Larcom, Thomas Starr King, the eccentric poet John G. Saxe, and little "Tom Folio" were among the most familiar of its famous visitors. University professors, ministers, orators and great actors of the day were constantly to be seen there. One of the great Cunard captains used to spend his days ashore reading for dear life seated on a green-topped stool in a front corner of the store. Most of the lectures and

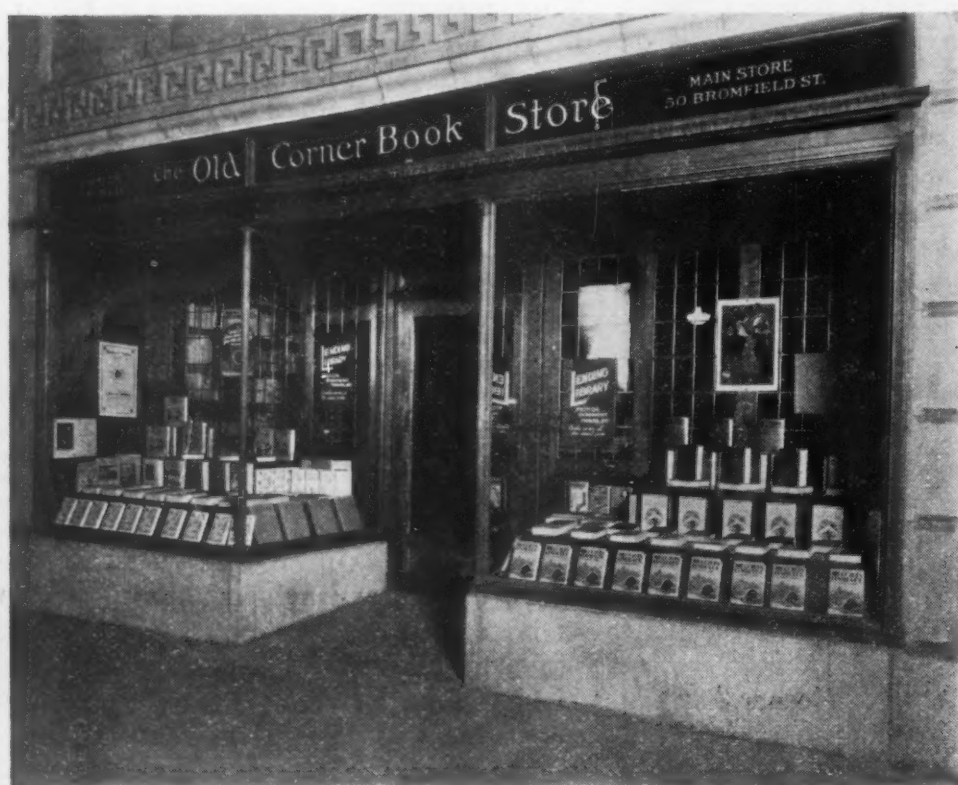
concerts of the day depended on the Corner bookstore to sell their tickets. Caroline Ticknor has in her possession a very interesting autograph album kept by a lady assistant in the store, and containing verses as well as autographs of the famous persons who came there.

It was Mr. Ticknor who bought the *Atlantic Monthly* against the advice of his partner who was in Europe at the time, but it was Mr. Fields who later edited it. There are still Bostonians who recall the piles of *Atlantics* awaiting distribution on the School Street sidewalk because of the small quarters of the little room where the magazine was published. The "Old Corner" published other magazines as well in these days—the *North American Review*, *Every Saturday*, a weekly which T. B. Aldrich edited, and *Our Young Folks*.

William D. Ticknor died in 1864 and in 1865 it was decided to sell the retail business and move the publishing business to 124 Tremont Street. E. P. Dutton who had then a small store for church books bought the lease and good will. Charles A. Clapp, the head salesman of Ticknor and Fields, became the "Company" of the new firm. So successful were they that in the first fourteen months they cleared off the large bonus paid for the good will

of the store, the thousands of dollars spent on the lavish improvements made at the time of the transfer, and they had moreover a handsome surplus to be divided between the partners. At this time Mr. Dutton—after the habit of each of the former owners—found himself becoming more and more interested in the publishing side of the business. In 1869 believing that New York was to be the publishing center of the country, Mr. Dutton moved to New York, selling the Old Corner Book Store to A. Williams and Company.

Mr. Williams was already a Boston bookseller, having one of the thirty odd bookstores of this section of the city. He did publish a certain number of books, but, for the first time in its history, bookselling became the predominant interest at the Old Corner. It is curious, however, that one of the strangest chapters of its history took place under the régime of Mr. Williams. It was while he was owner that the Old Corner published "Cape Cod Folks," a novel in which the author made use of the real names of persons in Cedarswamp, a section adjoining Plymouth. Nearly everyone in the community threatened or actually brought suit for libel, the business of the Old Corner was attached, and one of the most hectic pages of its history was



*New Branch
of the
Old Corner
Book Store
in the
Statler Hotel*

May 5, 1928

1851

*The present
quarters of
the Old
Corner Book
Store on
Bromfield
Street*



enacted. While this episode was vividly in the minds of Boston, Mr. Williams sold the business to Cupples and Upham.

The Old Corner was still in these days the haunt of literary Boston. So long as Dr. Holmes lived he was to walk across the Common to seek what he called "that famous Corner bookstore." Parkman came frequently, and Motley, returned at last to Boston from his English mission, sat in the window and declared it to be the one natural spot left in Boston. It was the older writers, however, who still foregathered, for life was changing in Boston as elsewhere. It was a unique page of history which had been written, and tho there have been untold efforts to repeat it in Boston and in other parts of the country, it is doubtful if it ever will be repeated and any bookstore play quite the part in the life of a city which the Old Corner Book Store played in the life of Boston in the nineteenth century.

In 1883 the name of the firm was Cupples, Upham and Co. In 1887 it was Damrell and Upham. After Mr. Damrell's death in 1896 Mr. Upham continued alone

until the incorporation of the store in 1902. In 1903 it moved to 27 Bromfield Street at the corner of Province Court. This was the beginning of its transformation into the most modern of bookstores. In 1924 it moved into the present store at 50 Bromfield Street, and in 1927 the Branch store in the Hotel Statler building was opened. It is interesting to recall that at one time Winthrop Ames, the distinguished New York producer, held the majority of the stock of the Old Corner. About 1911 the Old Corner Book Store became the property of Richard F. Fuller and Joseph M. Jennings, who were to give it a new character and make it even more widely known than in its famous past.

It is an interesting fact that after a century of bookselling "that famous Corner bookstore" is not only a landmark to be sought by visitors to Boston, but it counts its customers in the four quarters of the globe. To Bostonians it means much, but they are too close to appreciate wholly the tradition which attaches to it nor understand all that it means in the life of the country.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

May 5, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Bookshopping

THE American Booksellers' Association offers for adoption a new slogan, "Bookshopping." The *Bulletin* of the Association in its current number, outlining plans for the Atlantic City Convention, puts out the idea that there is one preeminent service which a bookstore offers and which ought to be featured, that is: that no one has to buy books without examining the books and that there is a pleasure in visiting the aisles of a bookstore not to be obtained by catalog purchase, mail-order purchase or any other method of procuring books.

"Bookshopping," as the *Bulletin* sets forth, "is the great indoor sport of millions of intelligent people all over the world." It is proposed that bookstores join together in an effort to put this single word slogan across, so that those who are enjoying this most delightful of recreations may have their pet diversion presented in public advertising and those who have not thought of the special delight which a bookstore offers might be led to try the experiment. It is an effort to dramatize a habit.

The *Publishers' Weekly*, however, finds itself somewhat in disagreement with the A. B. A.'s plan to organize a book club of its own in connection with this campaign, thus following the lead developed by the seven or eight other clubs. It is proposed

to promote the sale of the books selected by a competent jury of booksellers on the counters of the stores and in the retail advertising of the stores, supplemented by national advertising to the extent that the funds allow. Our hesitation about this program is partly based on the idea that it is better to keep these functions of book distributing separated. To encourage Bookshopping is the primary purpose of a national organization of booksellers, but to do this by setting up a machinery so different from the present work of this national organization and so delicate of operation seems to us to offer embarrassments rather than aid.

Second, it would seem very possible that the novelty has been pretty well worn off the idea. And even tho the choice of the jury of buyers is supplemented by the approval of some public personage, it is doubtful whether it can be made to seem dramatic in this day of many book clubs.

Third, the financial responsibility of such a program is considerable, and a plan involving such substantial investments should not be adopted at a three days' session of the convention. Books would have to be bought from the publisher on credit and sold to retailers on credit, and the publishers would not give special discounts and also give long time credit as well.

Fourth, there are important diplomatic difficulties in having two different relations with the publisher, as a member of a jury for a book club and as buyer for a retail store.

Fifth, as the advertising must of necessity be planned by a small group their task is not easy, and any statements must be considered in the light of the opinions of the trade as a whole. The Literary Guild has found that its cheapest method of getting orders is to attack the bookstores and their prices, and they have continued that kind of copy. If the A. B. A. should try to return in kind (and there must be some who feel like doing so by this time), there would be immediate objection by its members, who do not believe that such methods will in the end build permanent business.

Finally, we are not as nervous as we might be about the state of bookselling growth. Unfair and unfortunate as the advertising of the Literary Guild has been, there has been a great headway gained by

May 5, 1928

the cooperative work of booksellers over the past twenty years and this headway is leading to important developments thru cooperative advertising, bookselling education, and the clearing house, etc. All of these things are proving themselves business builders, and they are bringing more people and more satisfied people to the bookstores every year. We believe, with the A. B. A. *Bulletin*, that Bookshopping can be increased and its delights presented in cooperative publicity. We are not convinced, however, by one *Bulletin* that the way to do this is to start another book club, and we believe the convention should look into the details of the program very carefully.

The A. B. A. is feeling its way toward ideas that may mean more books sold by cooperative efforts. We have mistrusted the ways and means here provided but there is a sense of common cause evidenced, and out of this discussion by one route or another will come better American book-selling.

Recommends Publications to Teachers

A VERY important list of books in the educational field is the list of volumes on teaching prepared annually and printed in the *Journal of the National Education Association*. Out of 450 publications in the field of teaching and school administration, sixty were selected for the 1927 list. These are classified into the different fields of pedagogy. The work is done under the direction of Joseph L. Wheeler, librarian of the Enoch Pratt Free Library, Baltimore. Booksellers can obtain reprints of this list with its valuable descriptive notes from the American Library Association at 15c. a copy. In connection with its publication, the editor of the *Journal* makes the following recommendations to teachers:

"Buy books generously. Let your personal library be a growing, stimulating force in your life. Set aside a definite sum in your personal budget for this purpose. You will be surprised at the increase in your working effectiveness as you begin to read the wealth of new literature available each year. The cost is small as compared with the gain. Teachers who spend hundreds of dollars to attend school often hesi-

tate to spend even ten dollars a year on books. Both are important and should be kept in balance. When you are sure you are thru with a book pass it on to a friend, or to the public library where it will be put to good use. Think of a book as something to be consumed just as you do a theater ticket. Your library then comes to hold only the tried and tested volumes of the years or the newest ones that are in process of evaluation. The books around you are an extension of your mind. Just as man's development of weapons and tools has helped him to reach further and literally to remove mountains so books which are the tools of the mind multiply the power of our limited thought and experience."

Book Begging

A LONDON book publisher is among those who have received an invitation from the Newark Beth Israel Hospital saying that it is about to move into a new three and a half million dollar home which will house a well-equipped medical library. "May we," writes the librarian M.D., "impose on your generosity to help stock our reading rooms?"

The problem of book beggars is no new one. It has been discussed in these columns time and again. But as long as the begging keeps up the publishers will have to stand together and act together to discourage the custom.

Book publishers who constantly find such invitations in their mail, have a right to know whether the other equipment of such institutions is begged from the manufacturers.

May is Here—

THE A. B. A. CONVENTION
MONTH

ATLANTIC CITY—MAY 14-17

Hotel Ambassador

Congressman O'Connell at the Funk & Wagnalls Co. is making arrangements for a special train from New York to Atlantic City. Don't forget to ask for the convention fare certificate.

Fourth Avenue As a Publishing Center

A Quarter Century Shows Continued Growth

THE Charles E. Merrill Company, then Maynard, Merrill and Co., was the pioneer of the now numerous publishing houses located on, or near, Fourth Avenue, New York. This company, in 1903, took one floor of a building at 44-60 East 23rd Street, at the corner of Fourth Avenue. Shortly afterwards, this district was chosen by two other publishing firms, John Wiley & Sons settled at 432 Fourth Avenue, while Funk & Wagnalls took two floors in the building already housing Merrill.

These three carried on alone in the neighborhood until the arrival of the House of Stokes in January, 1906. Mr. Stokes leased the entire building, in order to acquire quarters in the old Tiffany Studios, on Fourth Avenue at 25th Street. This was considered a rather risky financial experiment at the time, but turned out to be a brilliant success, for all the floors were rented at a profit which enabled the Stokes firm to live in the old building rent free, with only minor anxieties. Under the weight of the heavy printing machinery, the floors began to sag so noticeably that Mr. Stokes never came in, in the morning, without an anxious glance skyward.

At this time, the firm of Dodd, Mead & Co. with publishing and retailing occupied a corner building at Fifth Avenue and 35th Street, but when the building was bought by Best & Company, Dodd, Mead sold them the remainder of their lease and prepared to move. For a time a Publishers' Building was considered, Dodd, Mead and Stokes thinking of the advisability of together erecting a new building to suit their growing needs. Such a plan proved too difficult to work out. Fourth Avenue, where land was still comparatively cheap, but where there seemed to be promise of future development, looked very attractive, so that by 1910, the Dodd, Mead Co. had completed its own building

at the corner of 30th Street. It was the first tall office building north of 18th Street, and was surrounded by old, brown-stone houses, the first floors of which were used for small shops of a most unpretentious character. Antique furniture was the chief specialty of that quarter.

Longmans, Green moved into the new Dodd, Mead building in February, 1910. Perhaps it was increased sagging of the floors which caused Mr. Stokes to change his office again in 1910. At any rate, in May we find Frederick A. Stokes & Co. occupying two entire floors in the Dodd, Mead Building. This seemed in fair way to become the Publishers' Building which had been discussed several years prior, for, with the arrival of Cupples & Leon in January, 1911, the number of publishing firms was four.

Thomas Nelson & Sons moved into the Fourth Avenue Building at the corner of 27th Street when it first opened in 1910. The Dodd, Mead Building was not quite completed at that time.

Nineteen thirteen brought a new addition, and the change of two companies to larger premises. Sully & Kleinteich, now George Sully & Co., first opened its doors to business in January at 373 Fourth Avenue. Charles E. Merrill moved to 432-438 Fourth Avenue, and Funk & Wagnalls took new quarters in a twenty-story building on the corner of Fourth Avenue and 26th Street, three blocks north of their former location.

Early in 1914 the A. L. Burt Company moved from its location at 55-59 Duane Street to its newly leased offices at 115 East 23rd Street, near Fourth Avenue.

The *Publishers' Weekly* of January 23, 1915, gives the following item of news: "The removal of the Century Company from Union Square to the Armory Building, Fourth Avenue between 25th and 26th Streets, is in the uptown advance which



Fourth Avenue in 1908. Note the low buildings, the absence of automobiles and what the well-dressed men and women are wearing

has been going on for some years among the publishers. After thirty-four years in Union Square it has joined the colony of publishers on Fourth Avenue."

As the number of publishers in this district increased, other firms, contemplating moving to larger quarters, turned their first attention to this growing center on Fourth Avenue. A publishing center naturally has certain advantages. It is more convenient and more practical for the buyers making their rounds. In addition, publishing is very much tied up with its related business of advertising, printing and engraving. If you will analyze the location of most advertising firms, printers and engravers, you will find them not far from this part of town.

After one hundred and six years at Franklin Square, Harper & Bros. established themselves in their new building at 49 East 33rd Street, "just around the corner" from Fourth Avenue but in the very center of the publishing district.

In 1924, Thomas Y. Crowell Co. after a quarter of a century in downtown New

York, no longer wished to be out of things, and so moved from the downtown manufacturing district up into the heart of publishing affairs at 393 Fourth Avenue.

Judging from the numerous removals to larger offices of those early settlers, business had proved prosperous on the Avenue. After fourteen years at 449 Fourth Avenue, Cupples & Leon moved a bit farther north.

The Scientific Book Corporation moved to its present address at 15 East 26th Street in December, 1925. In that same building are also the Ronald Press, and the Orange Judd Publishing Co. In 1926, after fourteen years in 44th Street, Henry Holt & Co. moved to 1 Park Avenue.

Nineteen twenty-seven is marked by the arrival of the American Book Co. in their new building on the corner of Lexington Avenue and 26th Street. For the third time in as many years the J. H. Sears Company felt the need of larger quarters, so, in August, they installed themselves in a new building on East 32nd Street, the location being near Park Avenue and the other publishers.

Of course, some of the firms have not remained in the Fourth Avenue center. Longmans, Green, after twelve years in that locality, removed to Fifth Avenue in 1922. Baker & Taylor, in seeking larger offices in 1925, thought that Fifth Avenue and Twelfth Street offered better trucking facilities for a jobbing concern than could be found on Fourth Avenue, their home for ten years.

That this district is growing as a publishing center, rather than diminishing, is made rather evident by the fact that six companies have already moved to Fourth Avenue since the beginning of 1928. Houghton Mifflin, Wm. Morrow & Co., and Yale University Press all have offices now at number 386. Coward McCann, Inc., are near neighbors, having recently moved in across the street at 425. The business of the Macaulay Company is now situated at 257 Fourth Avenue, and that of Stoll & Edwards goes on in the corner office building at 29th Street. June, the half-year mark, has not yet come—but we know of another firm planning to transplant its offices to this locality in the near future. The publishing department of E. P. Dutton & Co. is soon to be at 300 Fourth Avenue.

The pioneer firms chose well, it would seem. Others have followed suit, and the majority of the early companies, when moving to more spacious offices, preferred to remain on or near Fourth Avenue. It is indubitably one of the city's largest publishing centers. Whether Fourth Avenue will become an even greater Publishers' Row with the progression of years—that is for the future alone to say.

Catholic Book Club Names Directors

ANNOUNCING the incorporation of the Catholic Book Club which was referred to a fortnight ago as The Catholic Literary Guild, the Rev. Francis X. Talbot, S.J., literary editor of *America*, said that the club will follow the plan of other literary clubs in selecting and recommending current books, but there will be those "most representative of Catholic thought." "There are two great lacks in Catholic literature. We haven't the books to read and we haven't the

readers to read them. Catholics read widely—the latest novels, the much-advertised non-fiction. They read what people not of the faith have written and recommend. There is not a book by a Catholic author in any of the best-seller lists, only books the Catholic Church is opposed to. Catholics read books on evolution professing what no Catholic scientist could possibly admit; books by authors pagan, Protestant or at least non-Catholic. That is the condition here in this country where Catholics form a fifth of the population."

The board of the Catholic Book Club is John L. Belford, D.D., Chairman; Myles Connolly, editor of *Columbia*; Kathleen Norris, novelist; Wilfred Parsons, S.J., editor of *America*; James J. Walsh, M.D., editor of "Universal Knowledge"; Michael Williams, editor of *The Commonwealth*, and Father Talbot.

Copyright at Washington

THE Vestal Copyright Bill, known as the "Divisible Copyright Bill," has been called out into hearing again before the Senate Committee by the group representing the Shubert interests in New York. The play producers fear that with the "Divisible Bill" they will be more at the mercy of the moving picture producers. The authors, on the other hand, explain that the question of moving picture rights is a matter of contract.

Against Evolution

THE schools of Manchester, N. H. are to bar books mentioning evolution. In explaining their attitude, a member of the Board of Education said, "As long as we have to omit the teaching of religion in the schools, there is no reason why we should open the door wide to this scientific theory."

To Be Closed Saturdays

J. B. LIPPINCOTT COMPANY is the first publishing house to announce that in May they will resume their policy of closing Saturdays during the spring, summer and early fall. Lippincott's inaugurated this plan some years ago and report that it has worked out very beneficially with their employees.

Philadelphia Booktrade News

Donald F. Rose

Editor of "Stuff and Nonsense"

THE walkative and talkative reporter for Philadelphia surrendered this month his usual peripatetic habit to mount the ancient family flivver and explore a little in the outer edges of his city. This took him to Germantown Avenue, which is itself no mean city, and the first discovery was the Fireside Book Shop in Chestnut Hill, wherein presides Miss Marion Kingston. There are several remarkable things about the Fireside Shop. In the first place it has no fireside, having inherited the name without the scenery; in the second, it is tucked away most charmingly in one of the venerable houses of our historical district; in the third place it is doing a simply swell business with a minimum of overhead. Miss Kingston suggested that the secret of success in a neighborhood bookshop is the establishment of a principally personal relation between the shop and its customers. With this in mind she reserves the hour between five and six in the afternoon to make deliveries of orders in person,—an apparently expensive procedure which is clearly justified of its fruits. A relatively small stock is carried, but the shop has all orders from headquarters sent by special delivery, whereby the customer gets the book quickly and is also duly impressed by the shop's effort to please. A lending library is maintained, and its activities are carefully studied for their indications as to local tastes, whereby stock can be bought with discretion.

A mile or two down the line is the Frigate Book Shop, piloted by Barbara S. Roberts. The shop occupies part of the old Shippen homestead on Germantown Avenue, which saw service as a hospital during the Revolution and was already well along in years when the war for Independence broke out. Miss Roberts has managed to preserve the simplicity of the old building, and takes advantage of the deep sills of the small windows peeping out of the grey stone walls, flush with the line of the sidewalk, to display some attractive

titles. The shop lays emphasis on juveniles, and Miss Roberts and her associates accept every chance to speak at meetings of parent associations and to the faculties of the numerous private and public schools of the district. The Frigate also cooperates with the reading courses outlined at the schools, and does very well in this line.

Down town the Aldine Book Shop, in the Warwick Hotel on South 18th St., has accepted detective and mystery tales as part of the literary landscape, and each new thriller published reaches its shelves in short order, whereby the Aldine has built a substantial business among crime addicts. Miss Hoopes at the Locust St. Book Shop has her eye on the same market. A Golf and Country Club Exhibition is shortly to be held at the Penn Athletic Club, and the Locust is to add to the display a selection of outdoor and travel books, and also a collection of detective and mystery tales suitable for country club entertainment.

Campion and Horn, now comfortably settled in their luxurious quarters at 1905 Walnut St., are offering a much enlarged section of popular titles in addition to the old and rare for which they are renowned. J. P. Horn is publisher of a two-volume edition of the Decameron, with 20 illustrations, in hand-tooled leather bindings, which has attracted many old and new clients to a visit to the new store.

Aviation competes with the current "week" at George W. Jacobs, 1726 Chestnut St. Child Health Week discovered a big demand for "Growing Up," by Karl de Schweintz, a Philadelphian; "The Guide Book to Childhood," written by the late William Byron Forbush of Philadelphia and published thru Jacobs; and other appropriate titles. The store is featuring "The A. B. C. of Aviation," by W. Lawrence Le Page of Pitcairn Aviation, Inc., a Philadelphia aviation enterprise, and the other aeronautical titles of the times are grouped around it. A Chubb engine,—the

smallest two-cylinder, four-cycle gasoline engine in the world, which drove a seven-foot model plane at thirty miles an hour—is the center of an interesting aeronautical exhibit.

The Centaur Bookshop has just issued its "Spring Broadside," containing its own suggestions from the books of 1928, which has proved highly successful in stimulating business. They announce also the ninth of their bibliographical series—Ambrose Bierce, by Vincent Starrett, in two editions.

Macrae-Smith announce the impending publication of the first English translation of "The Rollicking Chronicles of Touchard-Lafosse." These are declared to be quite spritely in character, and the first publication will be sub-titled "According to the Cardinal." "Historic Airships," by Rupert Sargeant Holland, third in the series of handsome volumes on transportation, will be ready shortly. It will have a preface by Commander Richard E. Byrd. We learn also that Will Scott had decided to write no further mystery tales, but that the success of his "Shadows" of recent date is tempting him to another book of crime, blood and thunder for the employment of his favorite detective, Disher. Hermann Norden, author of "White and Black in East Africa," is compiling for this company a travel book on Persia, and after its publication will set out to Northern Japan for further material.

The University of Pennsylvania Press reports increasing interest in well-informed circles over the "Cipher of Roger Bacon," and the "Opus Majus of Roger Bacon." The Press has recently issued "Studies in New Testament Christianity," by George A. Barton, Ph.D., D.D., LL.D., which gives the attitude of the first century toward Christianity.

Dorrance and Co., Inc., is a publishing house with a proud and special boast,—that every male member of the company served in the War and is a member of the American Legion. This accounts, no doubt, for the firm's marked interest in army, navy and aviation books. Two colonels and an admiral are on the recent list; Colonel Clarence Chamberlain's "Record Flights" having made a splendid impression, will be followed shortly by Admiral Magruder's book on the U. S. Navy, and later by "Songs of Tropic Trails," by

Colonel George W. Lewis. The Admiral's book was originally titled, "The U. S. Navy,—As It Is and As It Ought to Be," but it is now proposed to change the sub-title to the slogan, "Faith, Hope and Parity." Colonel Lewis is chief of police of Porto Rico, and offers, therefore, the inspiring and unique picture of a combination poet and policeman.

David McKay Company has just published "From Sphinx to Christ," by Edouard Schure, being the English translation of "L'Evolution Divine." The book is a study of the evolution of religion from ancient days, somewhat unorthodox but of scholarly importance. "The Great Initiates," by the same author, has now been translated into five languages, this company having issued the English version.

The big excitement around J. B. Lippincott Company concerns "The River," by Tristram Tupper, whose principal theme is wrought around the American river which runs thru the same mountainous regions of the new Great Smoky Mountains National Park. The publication date is June 1. "The Mystery of the Barren Lands," by Ridgwell Cullum, and "Rogues' March," by Margaret Turnbull, are due for May 18. Mr. Cullum's book comes somewhat opportunely, since its story is laid in the edges of the Hudson Bay country, not far removed from Greenly Island of recent fame. Mr. Cullum has inhabited these parts, and the story promises to combine the great out-doors with the characteristic Lippincott love for mystery and thrill. In Margaret Turnbull's new book, Juliet Jackson, of "Madame Judas" fame, unearths a crime startling as any that has appeared on the first page of a newspaper.

Periodical Note

THE AMERICAN COLLECTOR, the future of which seemed doubtful when its publisher, R. J. C. Lingel, severed his connection with the George D. Smith Book Company, will resume publication, the February number appearing shortly. The March and April numbers are under way and it is hoped that by early fall the gap will have been bridged and the magazine appearing on time. The address of *The American Collector* hereafter will be at 1776 Broadway.

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In the Bookmarket

CLEMENCE DANE and Helen Simpson have collaborated in the writing of a detective story. The plot was the inspiration of C. S. Evans, the managing director of Heinemann's who lamented to the two writers that he had a good plot but no time to evolve it. The result of the collaboration is "Enter, Sir John" which will be published in the fall by the *Cosmopolitan Book Corporation*. Miss Dane's new novel, "The Babyons," will also be published in the fall by *Doubleday, Doran*.

Louis Bromfield's new novel "The Strange Case of Annie Spragg" will be published August 23. Handy title for a headline, say we; but that's not our worry. This story is not a continuation of the series which started with "The Green Bay Tree." The *London Times Literary Supplement* commenting on Margot Asquith's "Octavia," says it is like Jane Austen in style but not in substance. *Stokes* will publish the book over here on May 24th.

Henry Holt & Co. will publish, under the sponsorship of a distinguished group of citizens, the full record of the Sacco-Vanzetti trial in six octavo volumes. The first volume will appear next month and the whole set will be ready by fall. Each volume will contain upward of 1,000 pages, and with the exception of the addition of explanatory title-pages, a table of contents, and an index, the record is to be printed without even the correction of textual errors in the transcript. At present only a few records of the trial are in existence and these are difficult of access, according to the announcement. It was felt that because of the widespread interest in the case and the violent differences of opinion it aroused, a complete and permanent record was essential for the sake of history. No profit is to accrue from the publication of the record, either to the publishers or to any one else interested.

Little, Brown & Company have secured the American rights of what is considered in England one of the most important books of the autumn: "Memories and Re-

flections, 1852-1927" of Lord Oxford, which he completed just before his death. In these two volumes Lord Oxford (better known as H. H. Asquith), who was Prime Minister of England when the World War broke out, has quoted remarkable passages from his private diary and from personal letters which he wrote during the War period. It will be published September first.

A. & C. Boni are trying an advertising experiment with "The Cabala," Thornton Wilder's first book, published a year or so earlier than "The Bridge of San Luis Rey." To prove that an old book by a popular author can be made to sell, the publishers are spending \$5,000 during the month of May to advertise "The Cabala."

Here's a new sort of prize contest sponsored by *A. A. Knopf*! Clarence Day's new book of drawings with rhymes, "Thoughts Without Words," will contain one poem with the last line omitted except the first syllable. For the best last line received on or before June 29, the publishers will award a prize of \$100. The book is sold with a small section of text including the page with the poem enclosed in a band. Contestants may, however, consult a copy of the book in the library or at the publishers' office.

E. F. Benson is at work upon a biography of Alcibiades.

The Dial Press is bringing out a new series called "The Library of Living Classics" edited by Manuel Komroff, editor of "The Travels of Marco Polo." One volume, "Herodotus, the Histories," has already been published and two others, "Tales of the Monks, or Gesta Romanorum" and "The Great Fables, From Aesop to Anatole France," are to appear in the near future. Other volumes are in preparation.

The 2000th anniversary of the birth of the poet Vergil will be celebrated in 1930. Italy has already begun to make great plans for it. The United States will have a nation-wide celebration, and the European nations are falling into line.

*Alfred A. Knopf*

Polish Cavalier's Cross Awarded to Alfred Knopf

THE Cavalier's Cross which will make him an officer of the Order of Polonia Restituta, has been awarded to Alfred A. Knopf by the Polish Government, the announcement being made at a dinner given in his honor on April 26th at the Polish Legation, Washington. Jan Ciechanowski, Minister of Poland to the United States, made the presentation to Mr. Knopf.

The honor was conferred by President of the Polish Republic, Ignatz Mascicki, and it is the first decoration of its kind to be presented to an American publisher by the Polish Government.

The Knopf list has been well known for the discriminating attention it has given to foreign literature, and among the Polish writers whose works Knopf publishes are Ladislav Reymont, author of "The Peasants" and "The Promised Land," who was awarded the Nobel Prize for Literature in 1924; W. I. Thomas and F. Znaniecki, authors of "The Polish Peasant in Europe and America"; and Stefan Zeromski, whose book, "Ashes," will be published in the fall.

Church Assembly Accepts Revision of Prayer Book

FINAL approval of the revised prayer book measure of the Church of England was voted on April 27 at a special session of the Church assembly. The measure, about which so much controversy has centered, now goes to the House of Commons for acceptance or rejection.

The Metropolitan Museum Promotes Its Publications

THE trustees of the Metropolitan Museum of Art, New York, have outlined a program to give further emphasis to their publications and to provide fuller support for their distribution. H.W. Kent, secretary of the Museum and in special charge of the publications, announces that Van Arsdale Turner has been added to the staff and will from May 1st devote his entire time to books and other publications, developing plans to make them more widely available to the public, especially to art schools and other educational institutions.

At the same time an important announcement is made that, beginning in the fall, there will be published the first of a series of eight portfolios of color reproductions made by the well-known Viennese firm of Max Jaffé. The portfolios, which will include paintings, ceramics, textiles, tapestries, etc., will appear from time to time thru the fall and early winter.

The Conference at Rome

PRELIMINARY to the meeting at Rome on May 8th for the revision of the International Copyright Convention, of which the United States is not a member, there has been held in Berlin an International Authors' Congress to discuss some of the matters that are being considered.

At this Congress George Middleton, president of the Dramatists' Guild, one of the component parts of the Authors' League of America, explained that, if some of the proposals for the revision at Berne were carried out, it would make it even more difficult to prophesy America's coming into the International Union. He pointed especially to the provision that proposes to

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change the article so that international copyright would cover "oral" work, explaining that, as the Constitution of the United States gives Congress power to extend copyright only to the writings of an author, this word "oral" would have to be defined and limited. He thought this word "oral" might be interpreted to cover the particular way in which a performer spoke his lines in a dramatic production preventing other players from interpreting the rôle. Another objection he made was against extension of the right to reprint without permission in school-books, the latitude allowed them in this matter already being sufficient.

This Authors' Congress did not take up for consideration another suggestion that had been made and which was undoubtedly intended as an attack on the United States for her lack of action in international copyright. This other proposal is that authors who are citizens of countries not members of the Union cannot obtain copyright in the Union by first or simultaneous publication in one of the Union countries. It is by that method that American authors at present obtain their copyrights in Europe.

Radio Voters' Service Book List

THE Radio Voters' Service of the National League of Women Voters will broadcast "Unemployment — an Emerging Issue" on May 8th, the speakers being Senator Robert F. Wagner and Secretary of Labor, James J. Davis. In connection with this lecture the following books are recommended:

"Can Business Prevent Unemployment?" by Sam A. Lewisohn and others, *Knopf*, 1925.

"The Economics of Unemployment" by J. A. Hobson, *Macmillan*, 1923.

"The Regularization of Employment" by Herman Feldman, *Harper*, 1925.

"Selected Articles on Unemployment Insurance" (The handbook series), A. B. Forsberg, ed., *Wilson*, 1926.

On May 22nd the subject to be broadcast is "Prohibition in a Campaign Year." Professor Howard L. McBain of Columbia will treat the legal aspects of the question, another speaker, as yet unannounced,

taking the political aspects. The following books are recommended:

"Does Prohibition Work?" by Mrs. Martha S. Bruere, *Harper*, 1927.

"Prohibition in the United States: a History of the Prohibition Party and of the Prohibition Movement" by D. L. Colvin, *Doran*, 1926.

Two lectures are scheduled for May 29th. Charles G. Ross will speak on "What Congress is Doing," and Frank R. Kent has as his subject "The Great Game of Politics in 1928." The American Library Association has been unable to find books upon these subjects for recommendation, only giving periodical references.

The League's last topic announced in its series of radio talks was "The Farm Problem" and the "McNary-Haugen Bill." The books recommended by the American Library Association in this connection were:

J. E. Rankin, comp. "*The McNary-Haugen Farm Surplus Bill*." Debate handbook. *University of North Carolina Extension Bulletin*. Univ. of N. C. Press, November, 1927. Excellent. Gives reference for and against the bill.

J. E. Johnson, comp. "*Agriculture and Tariff*" (Reference Shelf) Wilson, 1927. Bibliographies, affirmative and negative references, and general discussion of the relation and bearings of the tariff upon agriculture and agricultural relief.

L. H. Bailey. "*The Harvest of the Year to the Tiller of the Soil*." Macmillan, 1927. Seasoned and philosophical observations on the present farm situation in America. In addition to presenting timely and cogent judgment, the book has a definite literary charm.

Communication

DONALDSON AND THE GUILD

L. S. Donaldson Company, Inc.

Minneapolis, Minn., April 27, 1928

Editor, *Publishers' Weekly*:

We are glad to say that beginning immediately the L. S. Donaldson Company of Minneapolis will not stock or sell any books on the Literary Guild list as we consider the Guild a definite menace to book selling progress.

L. S. DONALDSON COMPANY,

By: Kathryn Sonnen.

Communication

WHY AN A. B. A. BOOK CLUB?

Editor, *Publishers' Weekly*:

CERTAINLY the Bulletin of the A. B. A. for April does not lean to the side of understatement. "The Most Important News for the Bookseller Since the Founding of the A. B. A." is here elaborated into a new book-selection, book-advertising plan full of embarrassments for the home office and the distributing units.

"This most important news" makes one mentally evaluate some of the past proposals that faced the A. B. A. and won adoption, among which were Children's Book Week and Year Round Promotion with their fine record of increased book-sales and improved community relations for retail booksellers; the establishment of an office and a secretary in New York as liason office for the A. B. A. in New York with a growing record of achievement and the Clearing House plan with an impressive schedule of savings for cooperating retailers. These are some of the things that faced the A. B. A. in the past and at least challenge in importance the proposal of the recent bulletin.

"No More Unhealthy Competition!" is another caption in the bulletin, but just how any plan short of legislation to curb price-cutting or eliminate the competition of mail-order clubs can or will result in "no more unhealthy competition" is impossible of explanation or elaboration.

The proposal comes to the A. B. A. membership but one month prior to convention. "Rates and details and layouts" are only to be shown at the convention. Does not this smack of stampeding methods? Is it to be endorsed after two days' consideration only by a resolution in a mad last hour?

This plan, as do all important convention proposals, relates to all the A. B. A. membership and booksellers outside our fraternity as well. Isn't it proper and fitting to take time to permit adequate discussion at convention, and before and after, by any and all persons who care to place any endorsement or register a protest? Are we only to be "sold" a proposal on recommendations and endorsements written beneath selling captions?

Without the recent growth of The Book-of-the-Month Club and The Literary Guild it would scarcely have occurred to any one to suggest this club plan for the trade. One cannot know exactly what leads to club subscriptions, but certainly an element in their success lies in the appeal of becoming a member of a "club" or "guild," and it may be questioned whether any amount of advertising money would win anything like the support thru retail shop announcements of a "good" book selection."

But the appearance of these clubs leads our officers to want to travel the trails that the clubs have blazed, to have us in a sense ditch the vehicles of our recent achievements. "It has been universally recognized that the bookstore as an institution has lacked the advertising which it needs to take a vital place in business life." How so? Substitute in this statement "in community life" for "in business life," the meaning of which latter phrase misses me and one wonders why this statement is made ignoring the great advance of retail bookselling under the stimulus of the co-operative selling movements that we have shared with the publishers and that have brought bookshops and bookservice closer home to parents, teachers, preachers and the leaders in community life in many fields. "In business life" is there any trade that shows a finer record of recent achievement?

Bookstore advertising by direct mail is common practice in the whole area of retail selling. The distribution of co-operative catalogs regularly and reasonably, of special lists, and private lists is enormous and challenges comparison with any retail trade in business. Display advertising by booksellers has never been computed, but the general practice has been as generous as in most fields, and the publishing practice of admonishing buyers to "buy at your bookshop" tends to make a great deal more impressive the total book advertising behind our retail trade.

All of this, it seems to me, has a bearing on the statement about this plan that "it will not cost the dealer a penny." Assess our merchandise anywhere along the line and you assess the trade—for this is a common family of publishers and booksellers. There is no something for noth-

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May 5, 1928

ing in the business. This plan costs time, effort, energy of everybody. It diverts by so much from the present engagements of the trade. It diverts certain money received under certain special conditions to a new purpose. In the process what will be the costs? Who knows?

There are plans going forward daily to send more and more buyers to bookshops, plans that help establish the bookstore as a community center for real reasons of service and these plans wait only on increased backing of the retail trade. Contacts with individuals and with groups have been made, or are in the making, that only require from the A. B. A. and its members a new consciousness of them and a new impetus in cementing them. Instead of new enterprises on the thin ice of doubt and hesitation, there is the solid ground of established success and far-reaching co-operation. Additional funds without cost to retailers can be secured in all probability upon the evidence of an earnest effort directed by central and regional committees of booksellers.

I'm for manning the present ship to its full effectiveness and not for hastily transferring any of our freight to less tried bottoms.

For progress with foresight,
AN EASTERN BOOKMAN.

Atlantic Bookshelf Contest

THE Atlantic Monthly, through the Bookshelf, is offering three prizes for the best jackets on books published in the last year. They are divided into three classes:—Fiction, Non-Fiction and Juvenile.

A preliminary judging will be made by Joseph A. Margolies, Buyer, Brentano's, New York, Harold Malmquist, Art Director, Dorrance-Sullivan Advertising Agency, Leonard Drew, Publisher, The Youth's Companion, Boston. They will select twelve jackets in each class from those submitted. These will then be exhibited at the Booksellers' Convention at Atlantic City. Delegates to the Convention will vote on the designs in each class, and the winners will be awarded prizes of \$25 with a suitable certificate as well.

Publishers are being invited to submit three jackets in each class, published between June 1st, 1927, and June 1st, 1928.

1863

Please send your entries, with the name of the artist noted, to the Atlantic Bookshelf, 200 Fifth Avenue, New York City. Entries close May 8th.

Changes in Price

PAYSON & CLARKE, LTD.

Thru a printer's error on the jacket of "Do you Know Your Bible?" the price appears as \$2.00. The correct price is \$1.50.

Stolen Books

THE Channel Bookshop recently had stolen: Irving's "Bracebridge Hall," Caldecott, crimson levant; "Selections of Tennyson," inscribed by Lewis Carroll; Bewick's "Select Fables," old mottled calf.

One of the Old Guard

ONCE a bookman always a bookman seems to be exemplified in the career of Edward N. Teall, now conducting the editorial page in the Camden *Evening Courier*, a paper that covers all of South Jersey. Mr. Teall is running a book column on his editorial page. After fourteen years on the editorial staff of the New York *Sun*, during which time he conducted a page called "Sunday Books," he went to Princeton as editor for the Princeton University Press, then to Chautauqua to take charge of the publications of the Chautauqua Institution, then to Worcester where he ran a literary column on the editorial page of the *Gazette*. For ten years he conducted the Watch Tower Department of *St. Nicholas* and since 1923 a special feature page for the *Inland Printer*.

Business Notes

BOSTON, MASS.—The Stratford Company's editorial rooms have been consolidated with its other departments at 289 Congress Street.

CHICAGO, ILL.—Burt Clark, of 5642 Harper Avenue, has moved to 1459 East 57th St.

MONTGOMERY, ALA. — "The Little Book Shop," managed by Burt Morgan and Mrs. M. N. Westbury, has just started at 22 Commerce St.

NEW YORK, N. Y.—Blanche Stahler has become the manager of the Doubleday, Doran Bookshop at McCreery's. Mr. Carleton E. McMackin is now in charge of the shop at the Grand Central Terminal.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq, obl., nar., designate square, oblong, narrow.

Aircraft year book, 1928. 566p. il. diags. maps O [c.'28] N. Y., Aeronautical Chamber of Commerce of America, Inc., 300 Madison Ave. \$5.25

A history of the epochal flights of 1927 forms an important chapter in this review of aviation and its manifold developments.

Ayres, Rollin H.

The heights of manhood. 206p. S [c.'28] N. Y., Abingdon \$1

Barbusse, Henri

Under fire; the story of a squad; tr. by Fitzwater Wray. 366p. S (Everyman's lib.) [28] N. Y., Dutton 80 c.

Barker, James L., and Ballif, John L., jr.

Les verbes français et quelques tableaux grammaticaux. 251p. D [c.'28] Chic., Scott, Foresman \$1.12; pap., 80 c.

Bartholomew, Ralph

A short course on direct mail [advertising]. 63p. il., diagr. (col.) D '28 N. Y., Publishers Pr. Co., 207 W. 25th St. \$1

Barton, George Aaron, D.D.

Studies in New Testament Christianity. 159p. (bibl. footnotes) O c. Phil., Univ. of Pa. Press \$2

Barton, William Eleazar

The life of Abraham Lincoln [new 1 v. ed.].

1049p. (bibl. footnotes) il. O [c.'25] [N. Y.] Educational Press, 4 E. 12th St. \$4

Published for the Educational Press by the Bobbs-Merrill Co.

Bassett, John Spencer

The League of Nations; a chapter in world politics. 424p. (12p. bibl.) O c. N. Y., Longmans \$3.50

The nature and government of the League of Nations, its beginning and the work it has accomplished.

Bell, J. Carleton, and Suhrie, Ambrose L.

Contributions to education; v. 2. 432p. D '28 Yonkers, N. Y., World Bk. \$2.20

Bell, Rev. Robert B. H.

The life abundant; a manual of living; 5th ed. rev. 186p. front. (por.) D [c.'27, '28] Milwaukee, Morehouse Pub. Co. \$1.75

Bennett, James W.

Dragon shadows. 286p. D c. N. Y., Duffield \$2

Stories of modern China by a former American vice consul and teacher in China, the author of "The Manchu Cloud."

Breuning, Margaret.

Exploring New York's art galleries. 241p. il. D c. N. Y., McBride \$2.50

The art critic of the New York Evening Post takes the visitor to New York on a short tour thru metropolitan galleries, pointing out famous paintings and sketching briefly the careers of the artists represented.

Allen, Gardner Weld

Massachusetts privateers of the Revolution. 362p. il. O (Mass. Hist. Soc. coll. v. 77) '27 [Bost.] Mass. Historical Soc. \$5

Alsberg, Carl Lucas, and Taylor, Alonzo Englebert

The fats and oils; a general view. 111p. O (Fats and oils studies no. 1) [c.'28] Stanford Univ., Cal., Food Research Inst. \$1.50; pap., \$1

Anspach, Brooke Melancthon

Gynecology; 3rd ed., rev. and enl. 768p. (bibls.) il. (pt. col.) O [c.'27] Phil., Lippincott \$9, subs.

Babcock, Louis L.

The War of 1812 on the Niagara frontier. 385p. il., maps, diags. O (Buffalo Hist. Soc. pub'ns v. 29) '27 Buffalo, N. Y., Buffalo Historical Soc. \$5

Bailey, Vernon

Animal life of the Carlsbad Cavern. 195p. D (Mammalogy monograph) '28 Balt., Williams & Wilkins \$3

Baker, Clara B., and Baker, Edna D., eds.

Bobbs-Merrill reader manuals; Concordia ed.; rev. by A. C. Stellhorn; primer—third reader. various p. S '27 St. Louis, Mo., Concordia Pub. House 33 c., ea.

Bigelow, Melville Madison

The law of bills, notes and checks; 3rd ed., rev. and enl. by William Minor Lile. 668p. O '28 Bost., Little, Brown buck. \$5

Bishop, William Henry

History of Roane County, West Virginia, 1774-1927. 712p. il. O [c.'27] Spencer, W. Va., Author buck. \$6.25

Butts, Mary

Armed with madness. 238p. D c. N. Y.,
A. & C. Boni \$2.50

This novel about the experiences of a group of
super-sophisticated people on the English coast is
steeped in mysterious—almost mystic—atmosphere.

Carpenter, Edward Childs

The Cinderella-Man; a comedy in four acts.
104p. il. diags. D (French's standard lib. ed.)
c. '15, '28 N. Y., S. French pap. 75 c.

Carroll, Benajah Herbert, D.D.

The river of life and other sermons. 206p.
D [c. '28] Nashville, Tenn., S. S. Bd. of So.
Bapt. Convention \$1.50

Castiglione, Baldassare, comte

The book of the courtier; tr. by Sir Thomas
Hoby. 342p. (1p. bibl.) S (Everyman's lib.,
no. 807) [n. d.] N. Y., Dutton 80 c.

Chatterton, Edward Keble

Ventures and voyages. 218p. il. O '28 N. Y.,
Longmans \$3
Stories of the adventures that ships have encountered
since the eighteenth century.

Clarke, Rev. John P.

A crown of jewels for the Little Secretary
of Jesus. 115p. il. D [c. '27] Chic., John P.
Daleiden Co., 1530 Sedgwick St. \$1
The life of Sister Benigna Consolato Ferrero.

Cleaver, Elinor Raymond

After many amendments; the story of
another prohibition [fiction]. 303p. D (Per-
sonal liberty ser.) [c. '28] N. Y., [F. H.
Hitchcock] \$2

Condliffe, J. B., ed.

Problems of the Pacific; proceedings of the
second conference of the Institute of Pacific
Relations, Honolulu, Hawaii, July 15 to 29,
1927. 643p. (bibl. footnotes) maps diags. O
[c. '28] Chic., Univ. of Chic. Press buck. \$3

Conversations at Malines (The), 1921-1925
[religion]. 96p. O '28 N. Y., Oxford \$1.50

Darwin, Charles Robert

The origin of species by means of natural
selection. 512p. S (Everyman's lib., no. 811)
[n. d.] N. Y., Dutton 80 c.

Debussy, Achille Claude

Monsieur Croche the dilettante hater;
introd. by Lawrence Gilman. 226p. front.
(por.) D c. N. Y., Viking Press \$2
The diary of musical criticisms with accompanying
remarks kept by Claude Debussy in the guise of
M. Croche.

Brooks, Ralph Ordway

Critical studies in the legal chemistry of foods.
280p. O '27 N. Y., Chemical Catalog Co. \$6

Brown, Mary Florence

Adventures in friendliness; programs for the
primary department, prepared for use in the vaca-
tion church school. 209p. (bibls.) il., diags. O c.
Phil., B'd of Christian Educ. of Presby. Church \$1.75

Crowe, H. Warren

Bacteriology and surgery of chronic arthritis and
rheumatism. 198p. il. (pt. col.), diags. O '27 N. Y.,
Oxford \$9

De Quincey, Thomas

Diary of Thomas De Quincey [lim. ed.].
251p. Q '28 N. Y., Payson & Clarke . \$6

De Voto, Bernard Augustine

The House of Sun-Goes-Down. 415p. D c.
N. Y., Macmillan \$2.50

A picture of the pioneer and the changing West in
a story of a transplanted Southern family who make
it their home after the Civil War.

**Dictionary of quotations from authors old and
new, A;** together with an alphabet of
proverbs, 2 v. 393p.; 432p. S (Everyman's lib.,
nos. 809, 810) [n. d.] N. Y., Dutton 80 c.

Dinnis, Enid

The road to somewhere [fiction]. 151p. O
'28 St. Louis, Mo., B. Herder \$1.25

Douglas, Norman

In the beginning. 309p. D [c. '27-'28] N. Y.,
John Day bds. \$2.50

The author of "South Wind" writes a tale of
legendary times, when gods and goddesses walked
the earth and good and evil had not yet been in-
vented.

Eaton, Robert

The divine refreshment; chapters on the
blessed sacrament. 180p. D '28 St. Louis,
Mo., B. Herder \$1.10

Erdman, Charles Rosenbury

D. L. Moody: his message for to-day. 156p.
(bibl.) il. D [c. '28] N. Y., Revell \$1.50

A professor at Princeton Theological Seminary
writes an appreciative biography of the famous evan-
gelist.

Fabre-Luce, Alfred

Locarno, the reality; tr. by Constance Vesey.
217p. D '28 c. '27 N. Y., Knopf \$3
A dispassionate discussion of the Locarno pact and
a review of the whole field of present-day politics in
Europe.

Fillion, L. C.

The life of Christ; tr. by Rev. Newton
Thompson; v. I. 663p. O '28 St. Louis, Mo.,
B. Herder \$4

Fishback, Elvin H.

Character education in the junior high
school; introd. by Philip W. L. Cox. 203p.
(bibls.) D [c. '28] N. Y., Heath \$1.24

Fisher, Herbert Albert Laurens

Paul Valéry. 22p. O (Taylorian lecture,
1927) '27 N. Y., Oxford 70 c.

Flaubert, Gustave

Madame Bovary. 314p. S (Everyman's lib.,
no. 808) [n. d.] N. Y., Dutton 80 c.

Dickinson, A. E. F.

A study of Mozart's last three symphonies. 58p.
T (Musical pilgrim) '27 N. Y., Oxford pap. 50 c.

Dingman, Charles F.

Construction job management. 220p. il. S '28
N. Y., McGraw-Hill \$2.50

Eissfeldt, Rev. Carl F.

Himmelscher Trost. 83p. T '27 St. Louis, Mo., Con-
cordia Pub House 60 c.

Elizabethan studies: thirteenth series. various p.
(bibl. footnotes) O (Studies in philology, v. 25,
no. 2) '28 Chapel Hill, N. C., Univ. of N. C. Press
pap. \$1.25

Frere, Bp. Walter Howard

The principles of religious ceremonial [new ed.]. 242p. (bibl. notes) O ['28] Milwaukee, Morehouse Pub. Co. \$3

German commerce yearbook, 1928; ed. by Dr.

Hellmut Kuhnert; introd. by Dr. Gustav Stresemann. 375p. O '28 N. Y., B. Westermann buck. \$5

An economic survey of Germany by specialists, dealing especially with trade relations between Germany and the United States.

Gerry, Helen

Sonnets of Simonetta. 32p. O '27 N. Y., Georgian Press bds. \$3

Ginther, Mary Pemberton [Mrs. Willis A. Heyler]

The secret stair. 293p. il. D [c.'28] Phil., Macrae Smith \$1.75

A mystery story for girls concerning a valuable old book.

Goldsmith, Margaret [Mrs. Frederick Voight]

Karin's mother. 243p. D [c.'28] N. Y., Payson & Clarke \$2

Picturing the youth of modern Germany in a story of the two children of an American mother, brought up in post-war Berlin.

Gordon, George Byron

Rambles in old London; travelers' ed. 334p. il. (col. front.) D [c.'24] Phil., Macrae Smith \$2.50

Griffith, Grace Kellogg

The silent drum. 304p. il. D [c.'28] Phil., Macrae Smith \$2.50

A story of Constantinople and a pair of eastern lovers, torn between the traditions of the past and the new ideas of the west.

Grose, George Richmond

Edward Rector. 95p. il. D [c.'28] N. Y., Abingdon \$1

A story of the Middle West in the biography of one of its sons—a man who was interested in educational philanthropy and gave liberally to De Pauw University.

Grumann, Paul Henry

Henrik Ibsen: an introduction to his life and works. 157p. (4p. bibl.) front. S c. Lincoln, Neb., Univ. Pub. Co. \$1.40

Hague, Elizabeth Fern, and others

Studies in conduct, with character case conferences; bk. 2, United States ed. 416p. (bibls.) il, diagrs. D c. Lincoln, Neb., Univ. Pub. Co. 92 c.

Freudenthal, J., and Gebhardt, Carl

Spinoza Leben und Lehre. 642p. O (Bibliotheca Spinozana, v. 5) '27 N. Y., Oxford \$12

Gieseler, Rev. Carl A.

The wide-open island city. 59p. il. D (Men and Missions, v. 5) '27 St. Louis, Mo., Concordia Pub. House pap. 25 c.

Grote, Herman

Hymn interludes. various p. Q '27 St. Louis, Mo., Concordia Pub. House \$3

Harbarger, S. A.

English for engineers; new 2nd ed. 300p. D '28 N. Y., McGraw-Hill \$2

Heald-Menery Co., Inc.

Commercial, geographical and recreational survey of the state of California; desk plot and index directory. various p. maps (col.) O ['27] San Francisco, Author, 1095 Market St. pap. \$4.90; lea. \$10

Hall, James Norman

Mid-Pacific. 309p. O c. Bost., Houghton \$3

Autobiographical essays on life in Tahiti.

Hamilton, Alexander

Industrial and commercial correspondence of Alexander Hamilton; ed. by A. H. Cole. 320p. D '28 Chic., A. W. Shaw buck. \$4

Hare, Kenneth

London in bygone days. 258p. il. O '28 N. Y., Payson & Clarke bds. \$4

Harman, Robert Valentine, and others

American citizenship practice; shorter course. 414p. (bibls.) il. maps diagrs. D c. Lincoln, Neb., Univ. Pub. Co. buck. \$1.20

Hayes, Bridget T.

The sure way grammar for seventh and eighth grades, junior high school. 266p. O (Sure way ser.) c. Minneapolis, Correct English Service, 903 Nicollet Ave. \$1.48

Explaining a simplified method of teaching correct English.

Hendrick, Burton Jesse

The training of an American; the earlier life and letters of Walter H. Page, 1855-1913. 451p. il. O c. Bost., Houghton buck. \$5

Picturing Walter Hines Page in boyhood and young manhood and as editor, publisher and educator.

Holmes, Edric

London's countryside; il. by the author. 344p. il, map D (Eng. countryside ser.) [n.d.] Phil., Macrae Smith \$2.50

Travels over the rural ways between Oxford and Canterbury, Cambridge and Guildford.

Horton, Isabelle

High adventure: life of Lucy Rider Meyer; introd. by Bp. Thomas Nicholson. 359p. il. D [c.'28] N. Y., Methodist Bk. Concern \$2

The life story of a Methodist churchwoman who died a few years ago.

Hottes, Alfred Carl

The book of annuals [rev. ed.]. 172p. il. diagrs. D ("Little bk." ser.) '28 c.'22, '28 N. Y., A. T. De La Mare \$1.50

Jenks, Leland Hamilton

Our Cuban colony; a study in sugar. 362p. il. D (Studies in Amer. imperialism) [c.'28] N. Y., Vanguard Press \$1

Heron, Henrietta, comp.

Pageants for the year. 192p. (bibl.) il. O [c.'28] Cin., Standard Pub. Co. \$1.50

Humphrey, Kenneth M.

Key experiments in general science; a student's laboratory notebook and manual. 128p. Q c.'28 N. Y., Heath pap. 84 c.

Hunter, Andrew

Creatine and creatinine. 288p. (30p. bibl.) O (Monographs on biochemistry) '28 N. Y., Longmans \$5

Hutton, William

Joint wiping and lead work; 3rd ed. rev. 82p. il. diagrs. D '28 c.'16, '19, '28 N. Y., Scientific B'k Corp. fab. \$1

Kollet, Fred

Training the police dog [5th rev. ed.]. 57p. il. diagrs. O c. Chic., Judy Pub. Co. pap. \$1

May 5, 1928

1867

Kalisch, Rabbi Isidor

Studies in ancient and modern Judaism. 366p. il. D '28 N. Y., George Dobsevage, 11 W. 42nd St. \$3

Kanner, Leo, M.D.

Folklore of the teeth. 329p. (14p. bibl.) il. diags. O c. N. Y., Macmillan \$4
The superstitious beliefs and stories about teeth, of many peoples thru the ages.

Kelly, Robert Lincoln, ed.

The effective college; by a group of American students of higher education. 313p. (5p. bibl.) O [c.'28] N. Y., Ass'n of American Colleges, 111 Fifth Ave. \$2

A collection of papers on the problems of the American college, its criticisms and its outlook for future development.

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Tarpaper palace. 307p. D c. Phil., Macrae Smith \$2

A young girl lives in an island shack and yearns for impossible things till the owner of the island arrives for the summer and fulfills some of her dreams.

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A first novel praised by Zona Gale and Joseph Hergesheimer. It is a study of the struggle between the two generations—one forever trying to guard and protect, the other always wary of being dominated.

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Topsy turvy. 95p. il. (pt. col.) D [c.'28] Phil., Macrae Smith \$1

Some familiar fairy-tale characters change places with surprising results to the old stories.

Lipsky, Abram, and Wedeck, Harry E.

Narrationes Biblicae from the Vulgate. 79p. il. S [c.'28] Newark, N. J., Silver, Burdett 68 c.

Seven dramatic Old Testament narratives arranged in seventeen readings for first-year Latin classes.

Love letters of a husband, The.

247p. D c. Garden City, N. Y., Doubleday, Doran \$2.50 bxd.

An anonymous English husband writes love letters to the wife who has left him.

Lowell, Amy

Selected poems; ed. by John Livingston Lowes. 253p. D '28 c.'12-'27 Bost., Houghton \$3

Lutz, Hermann

Lord Grey and the World War; tr. by E. W.

Dickes. 346p. (bibls.) O '28 N. Y., Knopf \$5
On the part played by England and Sir Edward Grey in pre-War diplomacy and in the crisis of June-August, 1914.

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Child accounting practice. 208p. Q '28 Yonkers, N. Y., World Bk. \$2.20

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McClore, Rev. John

The great adventure; Lenten lectures. 149p. O '28 St. Louis, Mo., B. Herder \$1.25

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Love and life; sex urge and its consequences. 205p. diags. O c. Chic., P. Covici \$3.50

Physiological and psychological discussion of sex.

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That Mexican; as he really is, north and south of the Rio Grande. 184p. (2p. bibl.) il. O [c.'28] N. Y., Revell \$2

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Speculations as to the probable consequences if the East accepts prematurely the materialism of the West and if the West gives more consideration to the spiritual and aesthetic values of the East.

Maynard, Theodore, comp.

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Messenger, Frank Mortimer

The coming superman. 62p. il. (pt. col.) diags. D [c.'28] Kansas City, Mo. Nazarene Pub. House, 2923 Troost Ave. 80 c.

The coming of an anti-Christ.

Montgomery, Whitney

Corn silks and cotton blossoms. 124p. D [c.'28] Dallas, Tex., P. L. Turner Co., bds., \$1.50; half lea., \$2.75

A collection of verse by a Texas poet.

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The surprising adventures of Baron Munchausen; introd. by Thomas Seccombe. 354p. il. O '28 N. Y., A. & C. Boni \$4

Naether, Carl Albert

Advertising to women. 354p. (bibl. footnotes) il. O c. N. Y., Prentice-Hall \$5

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Including two novels and other writings on sociological and religious problems.

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O'Brien, Philadelphia Jack, and Bilik, S. E., M.D.

Boxing. 230p. il. D (Scribner athletic lib.) c. N. Y., Scribner \$2

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The new Christian epic; sermons in the modern spirit. 195p. S [c.'27] Bost., Pilgrim Press \$1.50

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Hawaii; twelve woodcuts. no p. il. O (Univ. of Wash. chapb'ks., no. 15) c. Seattle, Wash., Univ. of Wash. Bk. Store pap. 65 c.

Faulton, Edward A.

Her temporary husband; a comedy in three acts. 117p. il. D (French's standard lib. ed.) c. '22, '27 N. Y., S. French pap. 75 c.

Phillpotts, Eden

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Music, a science and an art. 330p. diagrs. O '28 c. '26-'28 N. Y., Knopf \$5

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Organic syntheses; v. 8. 139p. diagrs. O '28 N. Y., Wiley \$2

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In the mountain's shadow, and other photo-plays. 140p. D [c.'27] N. Y., Authors & Publishers Corp., 37 E. 28th St. \$1.50

Roy, Willis E.

Red patch, and oriental travel stories. 335p. il. D [c.'27] N. Y., Avondale Press \$2

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Words and poetry; introd. by Lytton Strachey. 260p. O '28 N. Y., Payson & Clarke bds. \$3

A study of poetic values, written by a young English poet and professor, the man to whom Rosamond Lehmann dedicated her novel "Dusty Answer."

Sanchez, Florencio

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Little sayings of the saints; 2nd ed. 144p. S '28 St. Louis, Mo., B. Herder 75 c.

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Come with me through Belgium and Holland. 183p. il. map D (Traveler's ser.) c. N. Y., McBride \$2

By the author of "Through Europe on Two Dollars a Day."

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Health and pleasure resorts of central Europe. 172p. front. (por.) D [c.'28] N. Y., Author, 120 Vermilyea Ave. \$2

Descriptions and evaluations of watering places in Europe by a physician.

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The author of "A Book of Wine" devotes himself to the wines of France and writes of claret, burgundy and the French brandies as well as numerous *petits vins*.

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Folk tales of the ancient Mayas who dwelt in Yucatan.

Stegenmann, Hermann

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Spring flowering bulbs; hardy and desirable materials for use in the home garden. 123p. il. D (Farm and garden lib.) c. N. Y., Orange Judd Pub. Co., 15 E. 26th St. \$1.25

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The A. E. F. in battle; introd. by Maj. Gen. Hanson Edward Ely. 394p. maps O c. N. Y., Appleton \$3

A graphic account of America's part in the World War, with complete details of the movements of all companies, regiments and divisions.

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Virgil: Eclogues and Georgics; selections ed. by E. Norman Gardiner. 144p. il. S '28 N. Y., Oxford 85 c.

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Bait-casting. 113p. il. D c. N. Y., Longmans \$2.50

A fisherman's first-hand experiences with bait-casting.

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Windows into Alaska; a course for primary children; teachers' ed. 112p. (6p. bibl.) diagrs. D [c. '28] N. Y., Friendship Press 75 c.

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Born in 1836, the youngest in a family of poor up-state farmers, Jay Gould died in 1892, the possessor of the largest fortune ever gathered by one man in his time.

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A richly documented and illustrated account of Tammany Hall from its foundation in 1788 thru 1924.

What a business man should know about printing and bookmaking [rev. and enl.]. 130p. il. D [c. '28] Hammond, Ind., W. B. Conkey Co. bds. \$1

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Foibles of insects and men. 254p. (bibl. footnotes) il. diagrs. O c. N. Y., Knopf \$6
The professor of entomology at Harvard University discusses the peculiarities of wasps, ants and other insects, and of the men who study them.

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A story of American life and politics.

Willis, Irene Cooper

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An account of the origin, development, and collapse of a nation's vision of itself as the savior of mankind.

Wills, Helen

Tennis; il. by the author. 224p. front. (por.) O c. N. Y., Scribner \$2.50

The champion woman player of the United States writes of tennis principles and practice and comments on matches she has played and seen played, as well as on famous tennis personalities here and abroad.

Wilson, Alexander

The mystery of tunnel 51. 350p. D '28 N. Y., Longmans \$2

A mystery story concerned with the murder of a British army officer in India by Bolsheviks.

Winterich, John T.

Collector's choice. 211p. D [c. '28] N. Y., Greenberg \$2.50

A book about books, written for the collector by the author of "A Primer of Book Collecting."

Woman, in all ages and all countries; 10 v. various p. fronts. Phil., Rittenhouse Press \$23; fab., \$29

Wood, Clement, and others

Don't tread on me; a study of aggressive legal tactics for labor. 143p. S [c. '28] N. Y., Vanguard Press 50 c.

Associated with Mr. Wood in making this study were McAlister Coleman and Arthur Garfield Hays.

Writers' and artists' year book, 1928; a directory for writers, artists and photographers; ed. by Agnes Herbert. 269p. D '28 N. Y., Macmillan \$1.75

Young, Stark

The torches flare. 381p. D c. N. Y., Scribner \$2.50

The story of an unusually charming girl who comes from Mississippi to the New York stage.

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Invisible wall, The. Snell, R. J. \$1 Reilly & Lee
Karin's mother. Goldsmith, M. \$2 Payson & Clarke
Labor protection in Soviet Russia. Price, G. M. \$1.25 Internat'l Publishers
Later Baptist missionaries and pioneers; v. 1, Stewart, W. S. \$1.50 Judson Press
League of Nations, The. Bassett, J. S. \$3.50 Longmans
Life abundant, The. Bell, R. \$1.75 Morehouse Pub. Co.
Life of Abraham Lincoln, The. Barton, W. E. \$4 Educational Press
Life of Christ, The. Fillion, L. C. \$4 B. Herder
Little sayings of the saints. Scannell-O'Neill, A. 75 c. B. Herder
Locarno, the reality. Fabre-Luce, A. \$3 Knopf
London in bygone days. Hare, K. \$4 Payson & Clarke
London's countryside. Holmes, E. \$2.50 Macrae, Smith
Love and life. McCowan, D. C. \$3.50 P. Covici
Love letters of a husband, The. \$2.50 Doubleday, Doran
Madame Bovary. Flaubert, G. 80 c. Dutton
Men at whiles are sober. Raushenbush, H. S. \$2.50 A. & C. Boni
Mid-Pacific. Hall, J. N. \$3 Houghton
Mirage of Versailles, The. Stegemann, H. \$5 Knopf
Miser's money. Phillpotts, E. \$80, set Macmillan
Monsieur Croche, the dilettante hater. Debussy, A. C. \$2 Viking Press
Moody (D. L.): his message for to-day. Erdman, C. R. \$1.50 Revell

- Mother, The. Phillpotts, E. \$80, set
Macmillan
- Music, a science and an art. Redfield, J. \$5
Knopf
- Mussolini and the new Italy. Robertson, A. \$2
Revell
- Mystery of tunnel 51, The. Wilson, A. \$2
Longmans
- Narrationes Biblicae from the Vulgate. Lipsky, A. 68 c.
Silver, Burdett
- National policy and naval strength. Richmond, H. W. \$6
Longmans
- New Christian epic, The. Palmer, A. W. \$1.50
Pilgrim Press
- North America. Russell, I. C. \$4.25 Oxford
- One Book, The. Price, W. J. \$2.50 Winston
- Origin of species, The. Darwin, C. R. 80 c.
Dutton
- Orphan Dinah. Phillpotts, E. \$80, set
Macmillan
- Our Cuban colony. Jenks, L. H. \$1
Vanguard Press
- Paul the man, his life, his message and his ministry. Macartney, C. \$2
Revell
- Phaedo of Plato, The. \$2 Oxford
- Portreeve, The. Phillpotts, E. \$80, set
Macmillan
- Principles of religious ceremonial, The. Frere, W. H. \$3
Morehouse Pub. Co.
- Principles of window display. Picken, J. H. \$6
A. W. Shaw
- Problems of the Pacific. Condliffe, J. B. \$3
Univ. of Chic. Press
- Rambles in old London. Gordon, G. B. \$2.50
Macrae Smith
- Rector (George). Grose, G. R. \$1 Abingdon
- Red patch. Roys, W. E. \$2 Avondale Press
- River of life, The. Carroll, B. H. \$1.50
S. S. Bd. of So. Bapt. Convention
- Road to somewhere, The. Dinnis, E. \$1.25
B. Herder
- Sea and the jungle, The. Tomlinson, H. M. 80 c.
Dutton
- Secret stair, The. Ginther, M. P. \$1.75
Macrae Smith
- Secret woman, The. Phillpotts, E. \$80, set
Macmillan
- Selected poems. Lowell, A. \$3 Houghton
- Short course on direct mail, A. Bartholomew, R. \$1
Publisher Pr. Co.
- Silent drum, The. Griffith, G. K. \$2.50
Macrae Smith
- Sonnets of Simonetta. Gerry, H. \$3
Georgian Press
- Soul symphonies. Warnack, J. M. \$1
Carl A. Bundy
- Spring flowering bulbs. Thayer, C. L. \$1.25
Orange Judd Pub. Co.
- Studies in ancient and modern Judaism. Kalisch, I. \$3
George Dobseverage
- Studies in conduct; bk. 2. Hague, E. F. 92 c.
Univ. Pub. Co.
- Studies in New Testament Christianity. Barton, G. A. \$2
Univ. of Pa. Press
- Sure way grammar, The. Hayes, B. T. \$1.48
Correct English Service
- Surprising adventures of Baron Munchausen, The. \$4
A. & C. Boni
- Tammany Hall. Werner, M. R. \$5
Doubleday, Doran
- Tarpaper palace. Larrimore, L. \$2
Macrae Smith
- Tennis. Wills, H. \$2.50
Scribner
- That Mexican. McLean, R. N. \$2
Revell
- Three brothers, The. Phillpotts, E. \$80, set
Macmillan
- Topsy turvy. Lefèvre, F. \$1
Macrae Smith
- Torches flare, The. Young, S. \$2.50
Scribner
- Toulemonde. Morley, C. D. \$3
Doubleday, Doran
- Training of an American, The. Hendrick, B. J. \$5
Houghton
- Under fire. Barbusse, H. 80 c.
Dutton
- Under turquoise skies. Robinson, W. H. \$5
Macmillan
- Valéry (Paul). Fisher, H. A. L. 70 c.
Oxford
- Ventures and voyages. Chatterton, E. K. \$3
Longmans
- Verbes français, Les. Barker, J. L. \$1.12; 80 c.
Scott, Foresman
- Virgil: Eclogues and Georgics. 85 c. Oxford
- Voiage and travayle of Syr John Maundeville, knight, The. 80 c.
Dutton
- We are incredible. Latimer, M. \$2 J. H. Sears
- What a business man should know about printing and bookmaking. \$1
W. B. Conkey Co.
- What am I? Spaulding, E. G. \$2
Scribner
- Windows into Alaska. Warner, G. C. \$75 c.
Friendship Press
- Witches' Cove. Snell, R. J. \$1
Reilly & Lee
- Woman. 10 v. \$23; \$29 Rittenhouse Press
- Words and poetry. Rylands, G. \$3
Payson & Clarke
- Writers' and artists' year book, 1928. \$1.75
Macmillan

The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

IT has been said that no man had as much to do with the rise to fame of Joseph Conrad and W. H. Hudson as Edward Garnett, the literary adviser to Fisher Unwin in 1894 when Conrad's first novel, "Almayer's Folly," was submitted, and it was due to his critical insight that this book was accepted and Conrad encouraged to devote the remainder of his life to literature. In a similar manner he encouraged Hudson. Both authors had the greatest admiration for Garnett as a literary advisor and the warmest affection for him as a friend. This was all very clear in the important Conrad-Hudson collection sold at the American Art Galleries on April 24 and 25, 412 lots bringing \$36,250. The Conrad lots numbered 255, the Hudson, 157. The highest price for a Conrad lot was \$4,900 paid by Gabriel Wells for one of seven copies of "The Nigger of the Narcissus," royal 8vo, cloth, London, 1897, issued for copyright purposes, a presentation copy from the author to W. H. Chesson. This is the first copy to appear at public sale in England or America. Next came a typescript copy of "Under Western Eyes," with 28 pages in the handwriting of the author, which brought \$2,200. The letters brought good prices, few selling for less than \$50, and some bringing \$500 to \$700. The Hudson part of the collection was less important and did not bring as much, letters selling from \$20 to \$50, a few reaching \$125 to \$155.

THE library of the late Judge Elbert H. Gary, including sets in fine bindings, first editions, colored plate books, sporting books, and fine bindings, were sold at the American Art Galleries April 23, 436 lots bringing \$50,886.50. This sale is of special interest and significance because it shows the market value of fine limited editions of

which there seems to be an increasing scarcity. Some representative lots and the prices realized were the following: *The Annals of Sporting and Fancy Gazette*, 13 vols., 8vo, full polished calf, London, 1822-28, complete set including the last number for June, 1828, which is of the greatest rarity, \$1,500; a collected set of first editions of Frances Burney, 18 vols., morocco by Rivière, London, 1778-1814, \$775; the "Writings" of Mark Twain, 37 vols., morocco, New York, 1922-23, definitive edition, \$850; the "Works" of Joseph Conrad, 22 vols., morocco, Garden City, N. Y., the Sun Dial edition, \$725; "An Essay on the Genius of George Cruikshank" by W. M. Thackeray, expanded to 4 vols., 4to, by the addition of original drawings, autograph material, broadsides, colored engravings, all inlaid to size, \$1,000; *Household Words*, edited by Charles Dickens, from March 30, 1850, to May 28, 1859, 19 vols., half morocco, with the editor's presentation inscription to Arthur Smith, manager of Dickens's reading tours, \$1,525; "The Writings in Prose and Verse" of Eugene Field, 12 vols., boards, New York, 1896-1901, limited Japan paper edition, \$550; the "Works" of Anatole France, 30 vols., morocco, New York, 1924, autograph edition, \$600; a collected set of the first editions of George Gissing, 51 vols., three-quarters morocco, London, 1880-1906, \$700; the "Works" of Rudyard Kipling, 26 vols., morocco, London, 1913-19, the Bombay edition, \$1,000; Charles Lamb's "Elia," and "Last Essays of Elia," 2 vols., morocco, London, 1823-33, first editions, \$825; Shelley's "Prometheus Unbound," morocco, London, 1820, fine copy of the first issue of the first edition, \$550. The sale was well attended by dealers and collectors and bidding thruout showed the keenest interest.

THE 139 lots of Americana from the collection of Dr. Otto H. F. Vollbehr, the German collector, sold at the Anderson Galleries April 24, realized \$28,438. The first account of the discovery of America with woodcut illustration of Columbus, printed in 1494, one of the earliest editions of Columbus's letter on the discovery of the "Islands of the Indian Sea," brought \$2,050; the first edition of Cortes's third letter on Mexico, printed at Seville, 1523, \$3,300; one of four known copies of the second edition of Cortes's fourth letter, Velencia, 1526, \$4,600; Mela's "Cosmographia," Salamanca, 1498, with the earliest printed Spanish map of the world, \$850; and the rare complete edition of the eight decades of Peter Martyr, one of the most valuable and important works concerning the early history of America, printed in 1530, \$1,650.

LORD LECONFIELD'S library sold at Sotheby's in London last week brought £63,733. George Percy's "Trew Relatyon of the Proceedings of Momente Which Have Happened in Virginia from the Tyme Sir Thomas Gates was Shipwrackte Upon the Bermudes, Anno 1609, Until My Departure in 1612," a manuscript of 42 pages, was bought by Dr. Rosenbach for £6,600. Bernard Quaritch paid £6,500 for Richard Rich's "Newes From Virginia; the Lost Flock Triumphant," printed in London in 1610. The same buyer paid £6,000 for Strachey's "Historie of Travel into Virginia Britania" written in 1612 and containing a fine impression of Captain John Smith's map of Virginia.

THE United States Catholic Historical Society will publish this month a facsimile reproduction "Doctrine Breve" brought out by Bishop Zumarraga in Mexico in 1544, said to be the oldest American book. The only perfect copy of this book known is in the library of the Hispanic Society of America. When the Mid-West party of editors visited the City of Mexico they placed a memorial wreath on the tablet that marks the site of the printing plant Bishop Zumarraga set up near his residence. It was in this plant, the first print shop in the New World, that "Doctrine Breve" was printed.

A CATALOG of "Books from Private Presses," printed on handmade paper from handset type by St. Dominic's Press, Sussex, England, comes from the Walden Book Shops, of Chicago. Among the presses entered are the Beaumont Press, the Contact Press, the Golden Cockerel Press, Haslewood Books, the Julian Editions, Nonesuch Press, St. Dominic's Press, the Pear Tree Press, and books designed by or printed under the supervision of Bruce Rogers.

THE campaign for a memorial to Thomas Hardy under the leadership of Sir James Barrie is being supported in this country by Harper & Brothers and the *Saturday Review of Literature*. According to the original plans the memorial will consist of the preservation of Hardy's birthplace at Brockhampton, an obelisk to be erected on a suitable site in the neighborhood, the founding in Dorchester of a Hardy memorial, housing a collection of his works and relics.

Auction Calendar

Monday afternoon and evening, May 7th, at 2 o'clock and 8:15. Letters to the Colvins, mainly about Stevenson and Keats. (Items 376.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Alte und Neue Graphik. (No. 35; Items 500.) Bucherstube Hans Götz, Grosse Bleichen 31, Hamburg.

Americana, California items, anthropology and folklore, bibliographies, travel, etc. (No. 25; Items 1713.) Dauber & Pine Book Shops, Inc., 66 Fifth Ave., New York City.

Americana. (No. 172; Part 2.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Americana, the library of Ambrose E. Gonzales. (No. 23; Items 783.) Dauber & Pine Bookshops, Inc., 65 Fifth Ave., New York City.

American items of interest to collectors and readers. (Items 101.) Stanley O. Bezanson, 32 Ames Building, Boston, Mass.

Autographs of famous men and women. (No. 174.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Books, new and old. (No. 4; Items 535.) The R. L. James Book Co., 116 Union St., Providence, R. I.

Californiana. (Items 380.) Dawson's Bookshop, 627 Grand Ave., Los Angeles, Cal.

First editions and other rare desirable books. (No. 27; Items 349.) Ye Bibliophile, 166 Brookside Ave., Mt. Vernon, N. Y.

First editions of Rudyard Kipling. (No. 7; Items 133.) Phoenix Book Shop, 41 East 49th St., New York City.

Law, accountancy and commercial books. (Catalog of Dept. 13.) W. & G. Foyle, Ltd., 119, Charing Cross Road, London, W. C. 2, England.

Original autographs of famous people. (No. 2455; Items 357.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

Rare and choice books and manuscripts, including Shakespeare's Quartos and Second Folio, first English edition of Montaigne's "Essays," etc. (No. 16; Items 437.) Harry F. Marks, Inc., 31 West 47th St., New York City.

Bookmaking

A Monthly Department With Directory of Manufacturing Firms

German Book Printing

Yesterday—Today—Tomorrow

Carl Ernst Poeschel

Part I

I SHALL not attempt to present to you historically the development of the printing of books in the last twenty-five years, for I was too closely allied with it, to see so impartially as a friendly but disinterested onlooker might. Besides, practically, we are interested in the past only in-so-far as it affects the present and the future; we do not want to be at a standstill, just carrying on business and re-working old matter. So I shall leave a historical-critical work to those better equipped, and confine myself to noting the events of most importance to us, outlining the main lines of progress, and determining what has actually been accomplished. Then I shall add my views as to the possibilities of the future, based on the achievements of the past, technical advancement, and economic exigencies. And if I lay most stress on typographical developments, I trust I may be forgiven this rather biased attitude in one who is first and foremost a printer, and whose chief interest is in reorganization of composition.

In the last decade of the past century we had lost all sense of form in printing, and particularly book work. True, there were countless types at our disposal, but in the course of time they had lost character.

The type picture was weak and over refined, and the bulk of ornaments were poor copies of all styles, mostly untypographic because taken from originals intended for other purposes. Composition was governed by rules that were rigid and harsh, and in

reaction against this standardization the compositors' imagination ran riot, if I may so phrase it, and indulged in wild jests. This culminated in the encouragement of free tendencies, often deriving from lithographic work, and therefore already fundamentally distorted. For one should never take as an example the product of a different process with different stipulations and hypotheses.

THIS is the first part of an address delivered before the Gutenberg Society at Mainz on June 24, 1925, and published by the Gutenberg Society last year. This translation has been made for the Publishers' Weekly by Edith C. Brill. The illustrations used in this, and in the second part to be published in the Bookmaking Department of the June 2nd issue, are reproduced from "The Fleuron," Volume V and the Memorial Volume to E. R. Weiss published in 1925.

In the eighties, a few South German printers tried to bring about improvements in book manufacture, in connection with a new German renaissance movement in handicrafts. These efforts were praiseworthy in themselves, and some imprints of much beauty bear witness to the seriousness and zeal with which the work was done. But on the whole the movement confined itself to imitating printings of the German Renaissance. Having had little significance as a creative, progressive tendency, it was local and transient in effect.

However, the period of depression,

aesthetically speaking, in bookwork brought us something of great importance; that is, the technical prerequisites for our later work. Technical development was considerable. The mechanical press was improved and for the first time made into a really useful machine. At the same time, new methods of casting type were introduced, and photomechanical processes were rapidly evolving into valuable means of illustration, replacing the woodcut.

Thus in the nineties we find the first active efforts to make an artistic unit of the book. Stimulated by England, whose solution of book manufacturing problems we accepted for our further consideration, we sought new forms of expression, keeping step with similar movements in architecture and handicrafts. At first, every effort was made to ornament printed work, within and without, and in excess of zeal, it was overdone. Book decoration flourished too luxuriantly, and at the same time, typography was rather neglected. In the main it was limited to setting every piece of composition in a box, and perfecting the rectangle by filling every gap, including the top and bottom of each page, with flowers and ornaments. The surface to be printed was considered as space to be arbitrarily filled, and composition as an organized bit of design or architecture was unknown. We can understand this now, for at that time good types, which would make possible a strong layout, were lacking. Until the end of the nineteenth century only preliminary work was accomplished, sometimes groping in the right direction, and at other times rather blustering and high-flown. The years 1900 and 1901 are the first of importance in the reformation of the German book: 1900, the year of the Paris World's Fair and the fifth centennial celebration of the birth of Gutenberg, and 1901, the year of the founding of the Gutenberg Society.

We had gone beyond the revolutionary agitation over the revival of handicrafts, which set as its goal the craftsmanlike fashioning of useful objects as well as purely ornamental ones. The first fury of a so-called youth and secession style had pretty well abated, and we slipped into a quieter and more serene period, with the form of the book pretty definitely outlined. At the Paris exposition we had the

first opportunity to present our views to the world and demonstrate their practicability with a few examples. But the more important year was 1901, for it gave us the first of the new types which made possible progressive development.

In the preceding years we still had to worry along with type makeshifts. The old types were dug up, but by no means fulfilled the need of proper material for the design of a printed page. Now, self-sacrificing type foundries put us in touch with gifted artists, and, equipped with types which had grown out of the form-consciousness of the whole movement, we were able more nearly to approach our ideal. Now the goal lay clearly before us. Drawing our inspiration from the text content, and using the best materials and the finest of hand and machine work, we were to create a unit which was complete and rhythmic. Type, design, layout, title, paper and binding should stand in a definite relationship to one another and form an organic whole. The basic root of all the problems of book craft, of which we had lost sight in the passing of time, was now found again.

If the demands seemed simple enough, they were hard to fulfill. Many misunderstood the new aims, and went astray because they saw in the printed work only a handicraft object that could be altered and embellished at will. They had forgotten the inherent purpose of printing. Again books became over crowded and over ornamented, the arrangement of the setting was arbitrarily changed to allow of individual and original presentation, and finally even the types were made so ornate that they were no longer legible. Such experiments only hindered and delayed the course of development. Results which supported and furthered the new movement were reached only in those instances where the goal of all printing, to transmit thoughts as simply as possible, was kept in reader, and gradually and unobtrusively, sight. Then the products had an educational influence on the bookbuyer and gave him confidence in the new forms. Unfortunately, all too often, works were produced with industry and imagination, only to be discarded because of total or partial illegibility, or mocked at for bizarre ornamental garb.

The only instances where we find any progressive development are those where there existed a strong sense of form, combined with a modern feeling based on a study of the incomparable examples of the

are done with a certain cleverness that in reality only retarded development. Certainly, anyone who today, sufficiently removed from the time of the origin of the movement, looks over a collection of the best products of the book industry of the last decade, will know that we did not imitate merely; rather, taught by old models, we worked as children of our own time.

The new movement was at first confined to a relatively small circle of artists, publishers, type founders and bookmakers. There arose a group of private presses that, unhampered by finance and commercial agitation, could work with their goal in view. At first working entirely by hand,

Maximilian-Antiqua (Kodu) 1914	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z 12 3 4 5 6 7 8 9 0
Magere Kodschrift 1921	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Deutsche Zierschrift (Rudolf Kodu) 1921	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Frühling (Rudolf Kodu) 1914	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Kodu-Antiqua 1922	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z A C E abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Kodu-Antiqua-Kursiv 1922	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z A C E abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Große Kodu-Antiqua 1924	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z A C E abcdefghijklmnopqrstuvwxy z ch d f h i j k l m n
Neuland (Rudolf Kodu) 1923	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z A B C D E 1 2 3 4 5 6 7 8 9 0
Tiemann-Medieval 1909	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z C E abcdefghijklmnopqrstuvwxy z
Tiemann-Kursiv 1912	ABCDEFGHIJKLMN O P Q R S T U V W X Y Z C E abcdefghijklmnopqrstuvwxy z

Types of the Klingspor Foundry

great printers. The creations of the great masters, free and ennobled by their living conditions and their time-consciousness, became our guides.


Since Gutenberg, the technical procedure of pulling on paper inked prints of letters had not been materially changed; only perfected and speeded up. In rebuilding, we had to go back only so far as the old treasures created by the same process, and went astray if we looked too far back and tried to adapt handwriting to our purpose. At best, such attempts brought a foreign element into books, and were successful only in rare instances. Looking over our typographic past and studying old imprints furthered development only if one took over the essential and worked ahead freely; on the other hand, a slavish imitation of old books hinders all progress.

We are familiar with a multitude of such unimaginative, spiritless creations which at first glance seem significant because they



Title-page in red and black by E. R. Weiss, 1905

and later introducing machinery, these nurseries of the noble art of printing produced costly books in limited editions. Their example tempted others to try to produce something equally beautiful, the



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SPAN-O-TONE
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 has a special finish that
 resists the finger marking
 and spotting of careless
 handling. If necessary it
 can be cleaned with a damp
 cloth. Bookbinders, pub-
 lishers and booksellers
 appreciate this feature
 —and only Holliston
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For colorful book covers use Span-o-tone—the new two-tone book cloth. Books bound in Span-o-tone are distinctive for no other binding material is quite like it. Above all else Span-o-tone provides *color*—not gaudy, haphazard effects, but pleasing two-tone combinations tastefully designed. Whether you prefer warm, cheerful, contrasting patterns or rich, subdued blends, you'll find them in Span-o-tone. There is a grade and a color-combination for every type of book.

Sample books are available

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON NEW YORK CHICAGO ST. LOUIS

PACIFIC COAST AGENT—The Norman F. Hall Company, San Francisco, Cal.
 CANADIAN AGENT—The Wilson-Monroe Company, Ltd., Toronto, Ont.

ambition of a wider circle of publishers was kindled, and the demands of booklovers for beautiful, or at least better books, grew stronger. Many were now drawn into the movement, willingly or not, who up to this time had taken no part, either thru caution or lack of comprehension. More and more artists busied themselves with bookwork. Bookmaking was taught in the handicraft schools, foundries constantly brought out new type faces, and printer and binder vied with one another to gain honor and reputation by contributing the best work. In addition, complying with the demands of the workers in the booktrade, their systematic education thru courses and lectures was undertaken.

Altho at first the movement dealt only with fine and expensive printings, by degrees the whole field was drawn in. Publishers of good literature were no longer satisfied to have only the wrappers drawn by good artists, and gave over the complete designing to them. And at this time there developed the best kind of cooperation between artists and producers, and this interaction brought forth something well rounded and complete. The school book was reformed, good songbooks and Bibles were printed, and the movement did not even halt at dry scientific books. Old periodicals, which had for years served the

reader in their trusted, if homely, forms, were transformed. Even the newspapers were attacked, altho there, with the exception of improvement in advertisements, decisive changes are hardly noted. From the first, the movement interested that group of professional men occupied in the soliciting of clients, and so always in search of new means of expression, altho undoubtedly they were influenced more by the desire to attract the attention of clients with something new than by an understanding of the fundamental purposes. Costly catalogs and folders, circulars and commercial imprints, and not least important, effective advertisements, give proof of the sincere efforts to reform these lines of printing.

The illustrated book has always been one of the most difficult problems, both for the artist and for the manufacturer. The best results in the combining of type and picture have been obtained by the use of line cuts or, best of all, woodcuts; in other words, the relief printing process. But even with these, good results are attained only when the weight, or tone value, of the text and the illustration is equal. The result of all attempts to combine printing and illustrations reproduced in other mediums is a compromise, to which we have become accustomed, but which does not make for harmony in a book.

Since Gutenberg

Ernest Seeman

Manager, Duke University Press

Part II

Capturing the Rainbow

IN 1815 F. C. Accum initiated some experiments in the distillation of coal tar, then a waste product of India rubber manufacture; and these experiments, tho apparently far afield from printing, were nevertheless to lay the foundation for the later invention of color-photography and color-printing. Forty-one years afterward Sir W. H. Perkins discovered in coal the first of the aniline dyes. The first color isolated was mauve, but persevering chemists later succeeded in coaxing from the

ebony mineral a veritable rainbow of brilliant hues—thereby making possible the profuse variety of chemical colors today employed in printing and the manufacture of orthochromatic plates.

Pickled Shadows

In Accum's time, orthochromatic photography, as well as orthochromatic printing, was yet undreamed of, altho Nicephore Niepce, of Paris, had already discovered the rudiments of photography in 1827. Finding that bitumen, or "jew's-pitch" was

curiously affected by light, Niepce coated metal plates with this substance, and upon exposing them to light for several hours, was surprised to find that when soaked in oil of spike those portions not acted on by the light were dissolved, leaving upon the metal a shadow-like picture.

Half a century later Edison, by the use of electricity, found a way to make Niepce's shadows move, and thus gave the world the cinematograph, commonly known as the "moving-pictures."

The Multiplication of Photography

Soon after Niepce's invention of photography, Mungo Ponton discovered that certain substances could be rendered insoluble by exposure to light, and by this discovery he is entitled to be called the father of photographic engraving.

The halftone process, thru which it became possible to develop a photograph on a metal plate, originated in Munich about 1845, where Meisenbach first brought it to commercial notice; but modern inventors, notably Max Levy and F. E. Ives, by the introduction of light-filters, are responsible for its present-day perfection.

Among the other processes of chemical engraving that followed Ponton's discovery, only photogravure, or the etching of photographs, has ranked in importance with the halftone. In its crude state, this process seems to have been originated by Roussilon, who kept it a secret until later improved and popularized by Goupil, Sir Joseph Swan, and others. In 1895, Karl Klietsch, of Vienna, so greatly improved photogravure, that he may be credited with having invented an entirely new process—now called rotogravure. This process is based on the idea that etchings can be more satisfactorily reproduced from cylindrical, than from flat surfaces. Printings are made with a very thin ink on specially prepared paper passed between an etched copper cylinder and a rubber roller, and thence thru a hot-air chamber for rapid drying. Soon after the invention of rotogravure, specimens were reproduced in the *Magazine of Art*, and attracted world-wide attention. Thinking to keep his method secret Klietsch failed to patent it, and thereby saw the fruits of his labor pass rapidly into other hands. The rotogravure process, which has thus far found its best

expression in the photographic section of Sunday newspapers, reproduces the finest gradations of tone value with a fidelity surpassing that of even the camera itself.

The Lazy Printer's Dream

In 1812 William Church, a London doctor, undertook to construct a machine that would set type. The quest for such a magic genie was not new, for it had been the dream of every indolent printer's apprentice since the invention of types at Mainz; and as early as the crusades, Wang Chang describes a type-sorting device then being tried in Asia. However, Church seems to have been the first person to attempt this Herculean task on a scientific scale. But his efforts tho ingenious, were unavailing, and it remained for a Baltimore watchmaker, three-quarters of a century later, to achieve the goal. On July 3, 1886, Ottmar Mergenthaler, after persevering thru a long succession of disheartening failures, successfully installed in the office of the *New York Tribune*, the machine now known as the Linotype, a mechanical printer that not only sets type, but sets it with far more rapidity than has ever been achieved by the most skilled human hand.

Seven League Boots

In 1838 Samuel Morse and Alfred Vail discovered a principle from which has since emerged the greatest marvel of typographic history—long-distance printing. For when these inventors conceived the telegraph, they potentially bestowed on printing a power by which it was to vie with the fairy-tale hero, Hop-o'-my-Thumb, who in magic boots was wont to cover seven leagues at a stride. It was the American wizard Edison who first applied telegraphy to printing by inventing the "stock ticker," making it possible instantaneously to print on tapes in distant brokers' offices the fluctuations of the stock market. Then came the telautograph, or "writing telegraph," patented by Professor Elisha Gray in 1893. In this invention, the writing made by a pencil at one end of the line is reproduced at the other by a second pencil, electrically synchronized. Recently there has come into use in newspaper offices a combination of telegraph and typewriter known as the teletype, in

May 5, 1928

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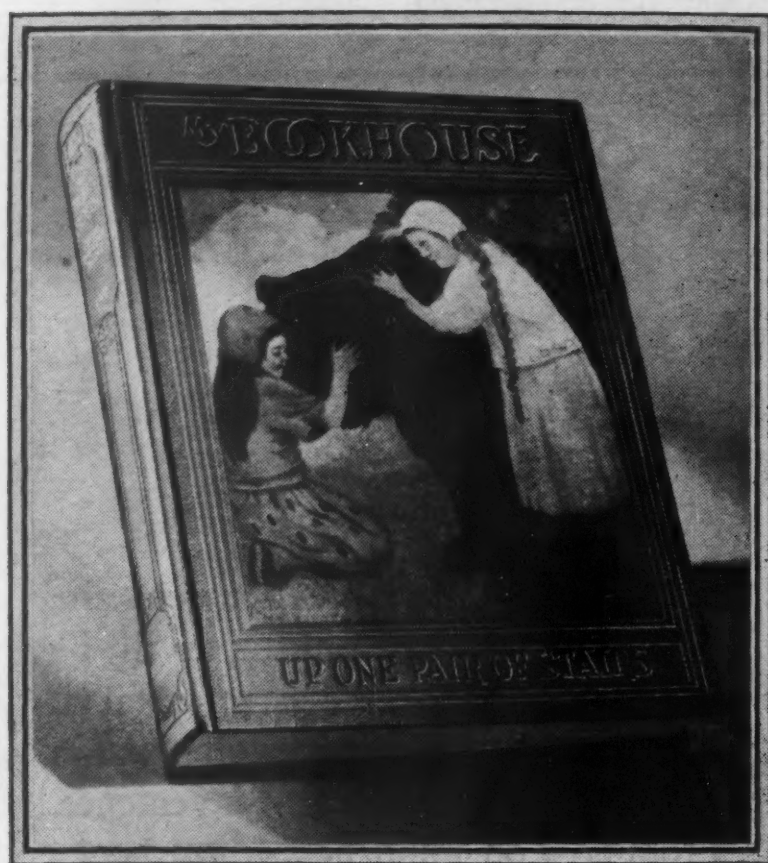


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May 5, 1928

1883

which typewriters are operated from a keyboard hundreds of miles away at the news centers. This method is also becoming popular for long distance communication between business houses, for with its use it is possible to eliminate correspondence by mail.

But the latest, as well as most marvelous, development of long-distance printing is the photo-radio, by which photographs or drawings are being conveyed by radio between points as far distant as San Francisco and London. In the very year of the telegraph's birth, K. A. Steinheil, of Munich, advocated wireless communication; in 1897 Marconi developed Steinheil's theories as wireless telegraphy—later making possible wireless telephony or radio; and on July 6, 1924 the first photo-radio picture was transmitted across the Atlantic, being a photograph of Secretary Hughes. The basic principles of photo-radio were discovered by Shelford Bidwell in telegraph experiments as long ago as 1881, and are most unique. At the transmitting station, a photographic negative of the picture to be sent is wrapped round a glass cylinder, in the center of which is a very powerful electric light. This light is focused down to a small point, and moves across the picture so as to traverse every part of it. In these traversals the light is picking up the light-and-dark values, which it passes on to a photo-electric cell. In traversing transparent portions of the picture, much light passes thru the cell, which in turn releases a maximum electric current; in traversing dark portions, little light gets to the cell; hence a weak current is released. These vibrations of the electric cell are then amplified thru a vacuum-tube as in radio sound-broadcasting, and sent on their way. At the receiving station, another amplification of the electric waves is made as they pass on to the translating mechanism which is to reassemble them in picture form. The recording of the picture is accomplished by hot air operating upon a special heat-sensitive paper. As the point of a traveling hot-air gun shoots electrically heated air at the paper, it develops the vibrations from the other end of the line in the form of sepia marks. And so bit by bit the picture is built up, as the light at the transmitter and the hot-air gun at the receiver travel back and forth in unison.

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ANDIDE in beautiful new raiment is being presented this spring to a small group of discriminating collectors. In the little gallery of the Pynson Printers on West Forty-Third Street, New York, the rooms adjoining their fine library of printing, there is a display of this unusually beautiful edition of Voltaire's famous classic, now completed for distribution as the most important book of the year of the Random House. Few American books of recent months have been examples of such painstaking production, and few American illustrated books of any year have had such devoted and intimate attention from their artists. Rockwell Kent has entered into the plan of the Random House with great interest, and has worked side by side with Elmer Adler for over fifteen months in completing the book. Of the 120 pages, there is not a single one that does not have a drawing by Mr. Kent, and some have chapter initials besides, all the initials thruout the book being different.

The originals of these illustrations are the basis of the exhibit, many of them having the hand coloring of Mr. Kent which

has served as a model for the colorist who has been preparing the limited edition of 95 copies, which will be colored thruout. The illustrations are almost entirely of oblong designs, using about one-third of the type page, and their composition and the weight of lines have been painstakingly planned to be an intimate part of the page structure. In the details of the figures and characteristics of the faces and costumes there has been great pains to make it exactly in tone with an eighteenth century story.

Mr. Adler selected for the type Lucien Bernhardt's new Roman as recently cast by Bauer of Frankfort. In order to avoid paragraph breaks in the page design, special paragraph marks designed by Mr. Kent were cast in Germany, usually of reclining figures. The type has long ascenders which automatically lead the book well and give the page a fine legibility. Besides the designs for the text, there is a special title-page, an unusually interesting copyright page, and a full page design for the end of the book and the colophon. The paper, Mirecourt, was especially imported by the Japan Paper Company from Arches Mill, which has been making fine paper for over 400 years. All the copies of the book are signed, and the whole edition was oversold before publication.



One of Rockwell Kent's illustrations for the Random House "Candide"

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What Makes Up the Price of a Book?

Robert S. Gill

Secretary-Treasurer, The Williams and Wilkins Co.

UNDER this interrogative, there appeared in the *Publishers' Weekly* of March 26th, 1927, an editorial which discussed an article in the German *Boersenblatt* from the pen of Doctor Arthur Meiner. In this article, as quoted, Dr. Meiner pointed out, by means of algebraic formulae, the amazing effect on list price due to addition of a ten per cent royalty; and, by implication, any similar addition to costs.

Dr. Meiner's logic would appear unimpeachable; but it may well be doubted whether it is the last word on the subject. For tho no fault can be found with the logic, the premise on which it is founded does not seem invulnerable.

The fundamental premise, it appears, is that list price should be fixed on the basis of some multiple of the unit manufacturing cost. This procedure has the sanction of

long and presumably nearly universal use. Yet there are good grounds for regarding it as a fallacious procedure. "To summarize," Dr. Meiner is quoted, "a 10% royalty increases the price of a book by 50%." It doesn't seem in accord with good sense. Yet it cannot be challenged, so long as the tradition of x times manufacturing cost = list price remains.

What it amounts to is this: Let us assume (and the figures are selected purely for illustrative purposes, and without regard to verisimilitude) that the publisher's experience shows his average trade discounts to be 35%; his overhead to be 15%; his advertising cost to be 10%; that he desires to make a profit of 5%; and that he pays a royalty of 10%—all percentages being of list price. That is to say, his total expense, including profit but exclusive of manufacture is 75% of the list

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price. The total list price is represented by 100%, and the difference between 100% and 75% is 25%. This represents the manufacturing cost and indicates that this cost must be multiplied by four in order to achieve the necessary list. If the unit manufacturing cost is \$1.00, the book is correctly priced at \$4.00.

But let us suppose that something—increased royalty, larger trade discount, whatever you will—operates to increase his expense, exclusive of manufacture, to 80%. It is obvious that only 20% remains to represent manufacture, and such cost must in consequence be multiplied by five to achieve a correct list price. The book becomes a five dollar book. To state the hypothetical case in another fashion, something between twenty and twenty-five cents has been added to the publisher's cost, but he has increased his list price one dollar. The retailer, of course, gets 35c. of the added dollar, under the figures employed herein, and has an added dollar's resistance in selling. The buyer, by reason of the added twenty cents in cost must now pay a dollar more.

Now let us suppose a reverse case; assume that something occurs—no royalty to pay will do for an example—which *reduces* the publisher's costs from 75% to 65% of the list price. On the multiple basis, it is quite evident that 35% remains to represent cost of manufacture, and such cost need only be multiplied by three. The publisher has reduced his cost by forty cents, and chopped a dollar off his list price! Someone is likely to get burned. For the absence of royalty alters no other cost by one iota. Of course the retailer's share of the ultimate sale will be 35c. less.

The abstract point of the matter is that most costs which go into a book are *unit* costs, and bear no essential percentage relation to the list price. Only two costs do bear this essential relation—the royalty and the trade discount. To force *all* costs into a percentage relationship to list results in reduction to absurdity; but this is precisely what occurs when list price is fixed by using a multiple of manufacturing cost.

May it not be wise, therefore, to consider another means of determining the list price, one fairer to publisher, bookseller and buyer, because it will be sound and accurate? What makes up the price of a book?

The publisher knows what edition of a given book he intends to publish, and by estimate or bid, what that edition will cost, composition, plates, printing, paper and binding. Simple division gives him his unit cost of manufacture. He also knows, or may determine, how many overs he wishes to print for gratis distribution for review and similar purposes, and he can readily discover the cost of the overs. Dividing this cost by the *edition* gives the unit cost of over-copies, which must be cared for in the price of the books sold.

He can also estimate the amount of money he purposes to spend on advertising the book, either by display, by direct mail, or any other means he may utilize. This aggregate, divided by the edition, gives another unit to be added to the cost.

He should be able to determine cost of shipping each book, by past experience, if he pays transportation costs. He will know what sum if any he has paid for rights, or for translation; or, in case of importations, for freight, tariff and custom fees. The aggregate of miscellaneous costs divided by the edition is one more unit of cost.

Overhead presents a various problem. But there are some items of overhead which remain the same no matter what price a book may take. They may be ascertained, say for the period of a year and the cost divided by the number of books sold in the same period. Other items of overhead are so diffuse and general as to compel resort to percentage. But every item possible should be examined with a view to putting it in the unit category. What is left may be reckoned as a percentage of manufacturing cost, as the only positively

known item at the time when list price is fixed.

Thus we might construct a table along these lines:

1. Unit cost of manufacture	1.00
2. Unit cost of gratis copies	.03
3. Unit cost of advertising	.55
4. Unit shipping cost	.05
5. Unit miscellaneous costs	.07
6. Unit cost direct overhead	.30
7. Unit cost indirect overhead	.25

(say 25% of mfg. cost)

2.25

Again, it should be noted that the figures are merely for the purpose of illustration. With regard to the second item it should be clear that the three cents represents the aggregate cost of gratis copies spread over the sold edition, not the cost of each gratis copy. In some instances there would be no shipping costs to reckon on, and no miscellaneous costs.

We have now reached a stage where the percentage costs have to be considered—trade discounts, royalty and the desired profit. The whole list price is represented by 100. Let us assume an average trade discount of 35%, royalty of 10% and desired profit of 5%—a total of 50. Subtracting 50 from 100 indicates that the \$2.25 we have arrived at represents 50% of the total; division of \$2.25 by 50 (with due attention to the shift of the decimal point) gives \$4.50 as the list price, in this instance.

But let us suppose there is no royalty. The percentage charges equal only forty in such a case, and the \$2.25 represents

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60% of the list. Division of \$2.25 by 60 results in \$3.75 as the list price. Or again, suppose an increase in trade discount to 40%. The total percentage charges become 55% and the \$2.25 represents only 45%. Dividing \$2.25 by 45 gives a list of \$5.00. In other words, analysis of what goes into the price of a book brings into clear relief the fact that the moot point of discount is not one which should place publisher and bookseller on opposite sides of a debate; rather

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it is a matter between bookseller and buyer. The question is, can the bookseller do better by selling more books at a lower price, or selling fewer at the higher price? Presumably every fifty cents added to list creates just so much selling resistance.

Here is another quirk. A publisher is often tempted to publish a larger edition in order to get a lower list price. With the x times manufacturing cost principle as a guide, the larger edition is a lure. Suppose he is using 4 times as his basis. Publication of an edition of 1500 gives him a \$1.00 cost—or a four dollar book. To publish 2500 will give him a 75c. cost or a \$3.00 book.

As a matter of sober fact there is no such divergence as indicated. Applying the figures used in the foregoing, the costs of \$2.25 become \$2.00, if 25c. is saved on manufacturing cost. And the list is \$4.00 instead of \$4.50—just half the difference one gets by the readier but less exact method of determination.

Some such method of price determination as is here set forth serves several incidental purposes of importance. It brings into clearer relief the various ramifications of the concept publishing. The superficial view is that publishing and printing are all but synonymous. But the printing is only one phase, and that not the most important. Obviously a book is not published until it is made public; and the making public usually costs considerably more than the printing.

Or again, the fiscal analysis of each title signals the publisher, in many ways not inherent in the multiple method, as to what can or (more important perhaps) what can-

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not be attempted. It cannot, of course, take the gamble out of publication, but it may tend toward making the guess a bit more intelligent.

Application of the method does not, as a matter of fact, materially alter the average list price of books. It results in a more adequate spread, a fairer price for each book. This ought to be worth while for publisher, retailer and customer alike.

Stepping Stones to the Art of Typography

IN a brochure just published by the University Press at Manchester, England, Henry Guppy, librarian of the John Rylands Library, has discussed "Stepping Stones to the Art of Typography," a brief but illuminating review of the progress of the art of printing from stone, wood or metal to the time when it became the art of printing. The brochure is well illustrated from famous books in the John Rylands Library, and it has a brief but suggestive bibliography. In the notes on authorities, Mr. Guppy emphasizes his "indebtedness to the work of the late Professor T. F. Carter of Columbia University on 'The Invention of Printing in China and Its Spread Westward,' which has been invaluable, for it has brought a flood of new light upon the subject with which it deals."

Simultaneously, with this item the University Press has issued Mr. Guppy's brochure on "John Bunyan, His Life, Times and Writings," prepared in connection with the three hundredth anniversary of the birth of John Bunyan.

Concerning the LXIVMOS, a Club for Bibliophiles

WE are indebted to Harry Stone, the New York bookseller, for No. 3 of the "News-Letter of the LXIVMOS." The LXIVMOS is a group of devotees of the fascinating hobby of collecting miniature books. Its members are widely scattered in this country, and there are a few in Europe. This club is interested in books three inches in size and urges all booksellers to catalog such items as miniature books, grouping them when their number will warrant it. "The News-Letter" is a four page leaflet, 6 by 9½ inches, packed with information about miniature books, sure to attract the attention and interest of the bookishly inclined. In the same mail with "The News-Letter" came a catalog of miniature books, 204 lots, which were sold at the American Art Galleries this year. The frontispiece is a photograph of the smallest book in the world, Fitzgerald's translation of the "Rubáiyát of Omar Khayám," printed in Cleveland in 1900.

Harvey Bibliography

GEOFFREY KEYNES has prepared "A Bibliography of the Works of William Harvey," the physician now famous for his discovery of the circulation of the blood. This volume, which contains eight collotypes and numerous facsimiles in line, has been published by the Cambridge University Press in a limited edition of three hundred copies, to celebrate the tercentenary of the publication of Harvey's first and greatest work, "De Motu Cordis."



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Taylor. Religion in Social Action with Introd. by
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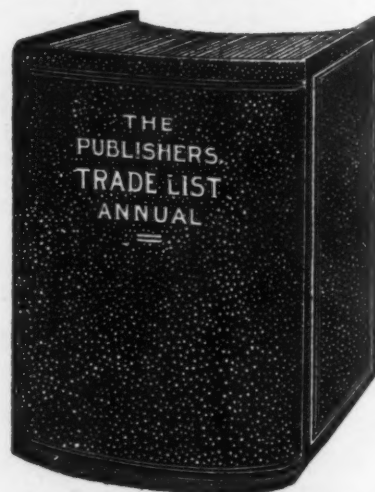
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